MAD

NO. 270 OUR PRICE: $1.35 BOSS! APRIL 1987

ALFRED "E STREET" NEUMAN
& THE USUAL BAND OF IDIOTS
LIVE/1987

0 70989 33230 0 04

THE COLOR OF MONEY

JUMPIN' JACK FLASH

PEGGY SUE GOT MARRIED

PERFECT STRANGERS

WE'RE GIVING AWAY FREE BOOKS!!!

NUMBER 270 APRIL 1987

MAD

"Why is it that things always look greener in the other guy's wallet?"
—Alfred E. Neuman

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CONTRIBUTING ARTISTS AND WRITERS *the usual gang of idiots*

DEPARTMENTS

BERG'S-EYE VIEW DEPARTMENT
The Lighter Side of..... 16
CRUISING FOR A NEW-MAN DEPARTMENT
"The Color of Monotony" (A MAD Movie Satire)..... 8
DISC-CLAIMERS DEPARTMENT
More Badly Needed Warning Labels for Rock Albums..... 21
DON MARTIN DEPARTMENT
One Fine Morning on E. 69th Street..... 13
One Fine Morning in the Maternity Ward..... 35
FICKLE SINGLE OF FATE DEPARTMENT
A MAD Guide to People Even Lonelier than the Maytag Repairman... 24
IMMIGRATING ON OUR NERVES DEPARTMENT
"Perfectly Strange" (A MAD TV Satire)..... 40
JOKE AND DAGGER DEPARTMENT
Spy Vs. Spy..... 30
LETTERS AND TOMATOES DEPARTMENT
Random Samplings of Reader Mail..... 2
MARGINAL THINKING DEPARTMENT
"Drawn Out Dramas" by Sergio Aragones..... **
MILITARY COUP-COOS DEPARTMENT
MAD's Banana Republic Dictator of the Year..... 31
PAINS IN THE ASH DEPARTMENT
Other Dangers of Smoking..... 28
RAKING WHOOPI DEPARTMENT
"Jumbled Joke Flash" (Another MAD Movie Satire)..... 4
REPORTED IN FRONT OF A LIVE AUDIENCE DEPARTMENT
MAD's All-Inclusive, Do-It-Yourself Rock Concert Newspaper Story.. 14
SERGIO ARAGONES DEPARTMENT
A MAD Look at Moving..... 38
STAT'S ENTERTAINMENT DEPARTMENT
MAD's Record Book for Televised Sports..... 26
TECH—NO-LOGIC DEPARTMENT
State of the Art Is..... 36
THE SHAPE OF RINGS-TO-COME DEPARTMENT
Future Phone Gimmicks..... 45
TURNER BACK THE HANDS OF TIME DEPARTMENT
"Peggy Got Stewed and Married" (Yet Another MAD Movie Satire)... 10
UP, UP AND OY VEY DEPARTMENT
Living on the Edge..... 48
**Various Places Around The Magazine

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VITAL FEATURES

"JUMBLED JOKE FLASH" (A MAD MOVIE SATIRE) Pg. 4

"THE COLOR OF MONOTONY" (A MAD MOVIE SATIRE) Pg. 8

"PEGGY GOT STEWED AND MARRIED" (A MAD MOVIE SATIRE) Pg. 10

MAD'S RECORD BOOK FOR TELEVISED SPORTS Pg. 26

A MAD LOOK AT MOVING Pg. 38

"PERFECTLY STRANGE" (A MAD TV SATIRE) Pg. 40

WHEN IT RAINS... ...IT BORES!

WEATHER OR NOT YOU LIKE *DRY HUMOR*, YOU'LL LOVE *POURING* OVER THIS *ABSORBING* MAD COLLECTION—*SATURATED* WITH MANY OF YOUR FAVORITES!

PRINTED OVER STORMS OF PROTEST!

GO TO YOUR LOCAL BOOKSTORE AND GET *SOAKED* FOR YOUR COPY

TODAY!

LETTERS AND TOMATOES DEPT.

ALIENATED

I laughed so hard reading "Alienators" it gave me a STOMACHACHE... Uh-oh!

Bill Marchetti
Kingston, NY

Thanks for saving me a bundle! I hadn't seen "Ferris Bueller's Day Off," "The Karate Kid Part 2" or "Aliens." And now, thanks to your stupid satires, I don't want to!

Sam Stanke
West Salem, WI

DEVIL MAY CARE

Many have written you, telling you of the satanic overtones and all-around garbarge and stupidity always exposed to the unawate, innocent sheep that might read your trash.

I am God's holy messenger, sent by the father to warn you not to publish another magazine of this nature. If you do not heed this warning you will be severely punished.

I fully realize this is asking an awful lot of you, but like I said, it is the order of God that commands you to stop this dastardly deed. A fool and his life are soon parted, Amen!

Marion Sullivan
Brewerton, NY

Okey dokey!—Ed.

WE STAND CORRECTED

On your letters page in MAD #268 you printed a cartoon of Pres. Reagan on a tightrope. That cartoon ran in the *Durham Morning Herald* in August, 1983, a good SIX MONTHS before MAD #246 went to press. I know, because I DREW IT! So who's ripping off whom? Even under these circumstances, it's nice to have a drawing in the pages of MAD!

V. Cullum Rogers
Editorial Cartoonist
Durham Morning Herald

Ah ha! Just as we planned! You've fallen into our trap! We only claimed that we were ripped off so that you would come forward and receive your due recognition in a prestigious national publication such as ours. Now, truly, you will be remembered as one of the great cartoonists of our time. Congratulations!—Ed.

LATIN UP

The first time I saw a Latin word in MAD ("A MAD History of Communication," #224) I thought it was a fluke. But now I see THREE Latin phrases in the artwork of "Fearless Buller's Day Off" (MAD #268), and I'm suspicious. Are you guys more intelligent than you let on?!?

Neil A. Sheaffer
Casaday School Latin Teacher
Oklahoma City, OK

Yes, we is.—Ed.

ALL KEYED UP

I enjoyed your "Typewri-Toons" in MAD #268 as much as the originals you published in 1962. I can't wait for the third installment in 2010!

Philip Carone
Staten Island, NY

You and the millions of other loyal "Typewri-Toon" fans will be glad to know that due to overwhelming response, we've pushed up the third installment of this incredibly beloved feature from 2010 to 2007!—Ed.

"Golden Girls" Rue McClanahan, Bea Arthur, Estelle Getty and Betty White take a gander at our tarnished spoof of their hit series in MAD #263!

INTERCONTINENTAL BALLISTIC MISSIVE

I was inspired by your "Garbage Pail Adults" in MAD #265. Here is a drawing of my own. Enjoy it!

Heiko Drengenberg
West Germany

THE JOCK'S ON US

In the "MAD Guide to Various High School Types" you said jocks were dumb. Well I'm a jock and I make A's and B's mostly. So, what I want to know is, what would you call me?

Jeff Flanagan
Westlake Village, CA

What would we call you? A foolish, boorish, blithering, inconsequential, idiotic, over-dressed, tall, drooling, vapid quisling! But nothing <u>personal</u>...—Ed.

MORON MAIL

Has it escaped your attention that Wisconsin is the Cheese Capital of the World?

Dan DiLoreto
Rochester, NY

Your letter deserves no response. Ooops!—Ed.

Among the "Usual Gang of Idiots" I happen to like Dave Berg the best. His biting satire into our everyday lives is hysterical, yet it is provocative because it makes one think and reflect on life.

Scott Swanson
Naperville, IL

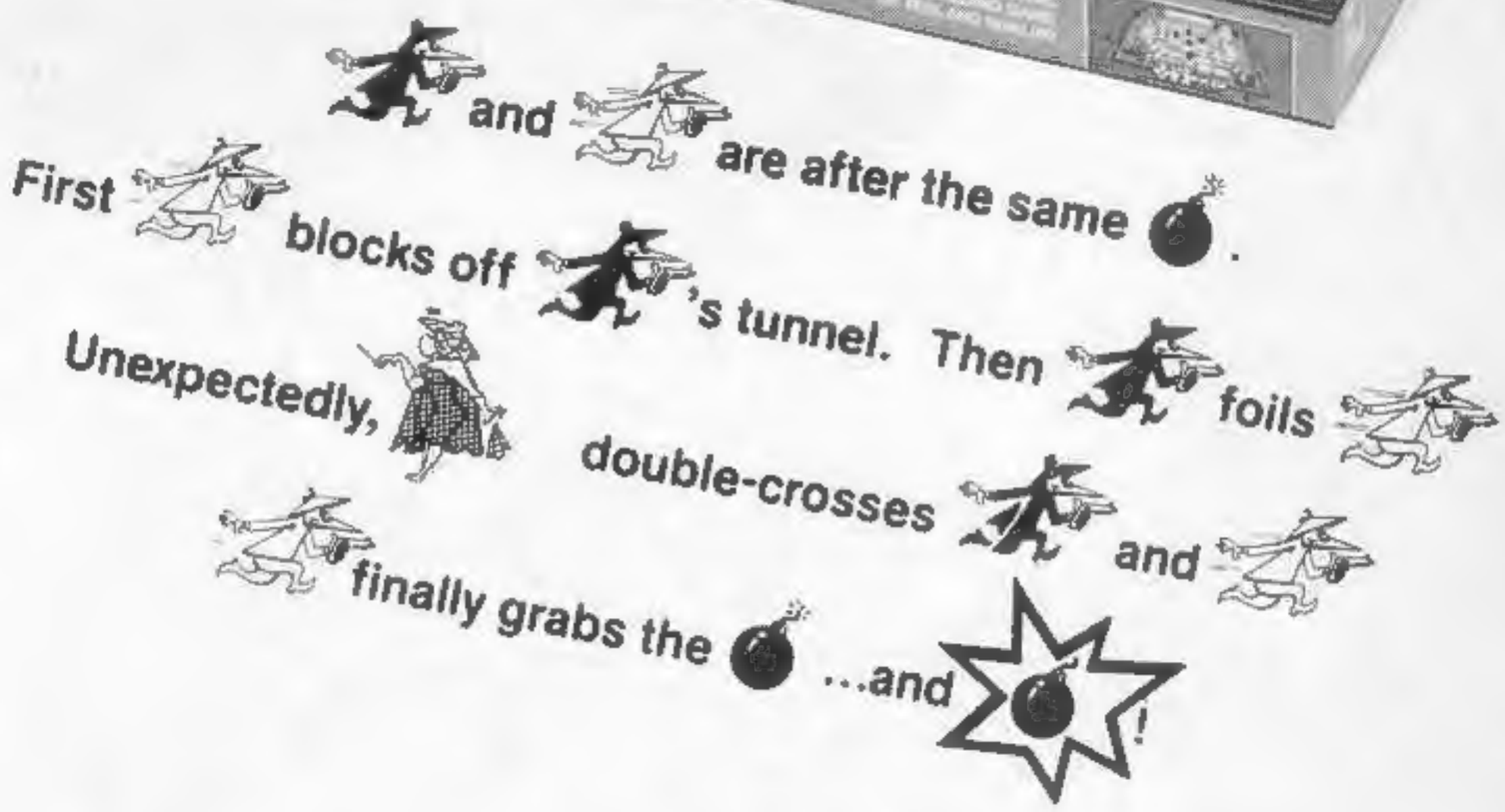
Good choice! Dave is our top idiot!—Ed.

**Please Address All Correspondence To:
MAD, Dept. 270, 485 MADison Avenue
New York, New York 10022**

MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-compressed stamped envelope!

FOR OUR SPIES ONLY!

AN EXCITING NEW SPY VS. SPY BOARD GAME OF THEIR VERY OWN!



You'll have a blast with this game of attack and counterattack, smuggled directly from the pages of MAD Magazine. Waiting to be detonated at a store near you! It's an offer you can't defuse!

HOKEYWOOD

NEW STUNT MAN IN TOWN.

I'm **Kathleen Turnon.** Lots of **critics** have said that my new movie, **"Peggy Stewed,"** is **just like "Back to the Future"!** But really, it's **different!** "Back to the Future" was about a **guy!** "Peggy Stewed" is about a **girl!**

I'm **Appalled Neuman!** In my new movie, **"The Color of Monotony,"** I take the **corn** I usually pop and **sell** (along with my delicious salad dressing) and put it on the **screen,** cleverly **disguised** as big-time **entertainment!**

I'm **Tom Crude!** When I heard that in **"The Color of Monotony"** I'd be playing a **Pool Shark,** I almost **turned down** the part! I thought it was a **dumb sequel** to **"Jaws."** Then I found out it was a **dumb sequel** to **"The Hustler,"** so I **jumped** at the part!

PAUL NEWMAN
POPCORN

1961 CURRENT EVENTS

MORT DRUCKER

THREE MONTHS INTO THE SCRIPT THEY TELL ME...

HOW WAS I TO KNOW?

WHOOPI GOLDBERG IS **NOT** A JEWISH GIRL FROM LONG ISLAND!

...I FEEL LIKE A PUTZ!

I'm **Whoopi Goldbrick!** In my new movie, **"Jumbled Joke Flash,"** I **almost** get as many laughs as I did in **"The Color Purple"!** In this film I play a loud-mouthed **computer programmer** whose **bark** is worse than her **byte!** The film is rated **"R,"** because of my #$&¢%* **RAUNCHY** language!

ARTIST: MORT DRUCKER

RAKING WHOOPI DEPT.

JUMBLED JOKE FLASH

Hey, can you **believe** this?!? Some foreign **secret agent** is breaking into my #$*&! **computer terminal!**
If he's **single,** would you ask him to break into **my** computer terminal? I haven't had a **date** since **last night!**
My name is Jumbled Joke Flash! I chose your computer to break into because I sense that you are loyal, fiesty, unafraid and above all...unbelievably gullible!

Damn! I can't **communicate** with the **spy** on my computer until I find his **code**! It's supposed to have something to do with a **Rolling Stones** song, but I've tried every **$%¢*¢ word** in every **¢&*(¢ lyric** and nothing **worked!**
Why don't you try some of the **four-letter words** you're always using?
That's **it!** You **solved** the @#$%¢ mystery! His **code** word is @#$%¢*! Boy, talk about a **computer CURSOR!**

Mr. Tailbit, I have an important **message** from **Jumbled Joke Flash:** "A sleeping **dog** cannot **fly** without an **umbrella!"**
I **agree!** Especially if your dog is going to **London!** Have him take an **umbrella** and **raincoat** before he **flies! Terrible** weather, you know!
Maybe the *&¢%$ message **lost** something in the $%¢# **translation!**

WRITER: DICK DEBARTOLO

I got the **frying pan** from your apartment like you told me and tried **calling** the **name** on the bottom, but there was no **Revere Ware** listed in the **phone book!**
Revere Ware is the manufacturer of the pot! Scour the bottom of it for the names! Try using Brillo, steel wool pads or something abrasive.
Okay, I'll just **TALK** to the **#$%! pot,** 'cause there's nothing that's more **#!%$&! abrasive** than my **#!* mouth!**

Mr. Leader, I got your number from a **frying pan!** Sleeping dogs can't **fly** without an **umbrella!**
Sheep don't use **salt** on their **underwear** or **socks!**
What the @#$¢%$!
Kangaroos never face the **sun** in a **sandstorm!**
A tall **man** is **firing** a **gun!**
Hey, that sounds **logical!** It can't be **code!** Oops! It **isn't** code! They **got** me!
BLAM!

I tell you I was on the **¢%$% dock** with a $#@¢ whose **number** I got off a %$#$¢ **frying pan** when he got **@#$¢%$%¢ wasted!**

I've heard of getting phone numbers off **phone booth walls** and **bathroom walls!** But a **frying pan?!** Now **that's kinky!** And watch your **language** lady, there are **men** present!

What kind of **police force** is this? A man is **shot** and **thrown** in the **Hudson River** and **I** get **arrested** while **no one** examines the **body?**

Yecch! Who wants to **touch** anything dragged out of the **Hudson?!?**

MEN

EXI

I'm with the **Spunky** Corporation. I'm the **technical expert** assigned to **fix** your computer terminal.

With a **baseball bat?!?**

That's for **openers.** If the bat doesn't **work,** I have a **grenade** in my **toolbox!**

Hey, Joke, some **guy** posing as a repairman just tried to **wreck** my **terminal!**

That's spy biz! Listen, I have another favor. I want you to attend the Queen's Ball. Do you have a tuxedo?

No, but I have an **evening gown!**

An evening gown?!? Yipes! Are you a woman or is my life in the hands of some flaky transvestite?!?

She **looks** like a **girl** dressed like **Diana Ross!**

She looks **more** like a **guy,** dressed like a **girl,** dressed like **Diana Ross!**

Let's let her **in** before a **girl** dressed like **Julio Iglesias** shows up and they start **singing** a **duet!**

RECEPTION

This episode of **"Benny Hill"** is a **scream!** He's always **hilarious** when he dresses in **drag!**

Yeah, but let's try to **adjust** the **color** on the set! It's **way off!**

Oops! My **dress** is caught in the #!@$ British Consulate's **paper shredder!**

COMPUTER ROOM

Someone must know I'm in **touch** with **Joke** and they came here looking for the **code key!** Damn! The **sadistic** son-of-a-#$%¢% **straightened up** my apartment!

GARAGE SALE

Hey, **wait** a minute! With all the **phone booths** in New York City, **how** did you guys **know** that I'd be in **this** one?!?

It was **easy!** There are **10,000** phone booths in New York City, but this is the **only** one that **works!**

That must be one of those new **mobile phones** that I've been hearing about.

TELEPHONE

WHOOPI ON BOARD

I'D RATHER BE DANCING

ONE BLOCK TO BLOOMIE'S

We're sorry. We're unable to complete your call as dialed. Please check your frying pan and dial again!

Hi, I'm **Lady Sara Lee,** Joke's **lover** from the **past!** I have **important** information for you about **Joke!** He likes a **rub-down** before **love-making** and a **cigar** after. Wear **socks** if you have **cold feet** and for **breakfast** he...

What is all **this?** All I **needed** was his **exit contact!**

Oh, **that! Everybody** knows **that!** "Meet **Murdock** Monday at **Midnight!"** I was trying to give you **useful** information!

Your friend Joke is in **big trouble!** The "Meet Murdock at Midnight" message is a **trap!** So **ha-ha** on **you!**

I sent "Get Together **Tuesday** at **Two"** so Joke is **safe!** Ha-ha-ha on **you!** You #%¢!

If you think I'm afraid of you sons-of-@#$&*$%, you're **crazy!**

These **power tools** are too **good** for her! Let's do something **really** painful and **wash** her **mouth** out with **soap!**

Sorry I couldn't be more **open** about **helping** you, Cherry, but I had to keep my **C.I.A.** status **under wraps!**

Smartie, there isn't a person in this **office,** or in the **world,** who didn't **know you** were with the **government!**

What gave me **away?**

We **knew** you were with the **government** the minute you went to the store to buy **paper clips** and you took **$2,000** from **petty cash!**

YOU'RE JOKE!?!

Right! And since I made a #%&¢ **fortune** as a **black comic** with a #$%# **filthy mouth,** I thought I'd help a **sister** to the same gig! You're **almost** as good as **me,** except for one **important** thing!

What's that?

I look a lot #$%¢% **prettier** as a **woman** than **you** do!

HA! HA!

JOKE

HA! HA!

THE

CRUISING FOR A NEW-MAN DEPT.

the Color of Monotony

WRITER: STAN HART

That kid's got some **future** as a **pool hustler!** If he teamed up with **me,** who knows **what** he could become in 20 years!

He could become just like **you**—a **peddler** of cheap, watered-down **booze** to **sleazy** bars!

I'VE GOT ALL THE RIGHT MOVES

PLAYIN' POOL IS RISKY BUSINESS FOR YOU! 'CAUSE YOU'LL END UP LOSIN' IT.

NEWMAN SELTZER

NEW OIL

NEWMAN SAUCE

Hi, I'm **Past Eddie.** Twenty-five years ago I **beat** the legendary **Minnesota Farts** and then I **hustled pool** all across the... Hey, why don't you **stop** wasting your time with that **dumb thing** and **listen** to me for a minute?

Dumb thing?! If I get **good** enough with this, maybe I can get in the **Top Gun** pilot's school!

Top Gun?!? Ah, ya **dreamin',** kid!

TOP GUN VIDEO

WIN OR DIE

I GAVE GREAT HUD

THE LEGEND

To get to the **top,** you have to be a **student** of **people.** For instance, you've got to know **body language** and watch for little **signs** that others might **miss.** Like your **girlfriend** here. Her **body language** would tell an expert she's got the **hots** for you.

How about something a little **less obvious?**

Okay, just by seeing the **drool** on my **lips,** an expert could tell that **I've** got the **hots** for **her!**

FIRST I PLAY POOL, THEN I PLAY **TAPS.**

I might be **old,** but I still **have it** in the **sack!**

Oh, I **don't know.**

You **kidding?** When we made love, the **earth moved,** which is a bit **more** than I can say for **you!**

BUTCH SUNDANCE

You're going to be a **champ.** But what does **she** get out of all this?

A chance to **travel** and **see** things.

Really? Like **what?**

Like the **inside** of every **filthy pool hall** from coast to coast!

Touring these filthy pool halls isn't so bad! In just three weeks I've managed to cheat people of every race and creed! Just call me an Equal Opportunity Hustler!

HOCKEY SCHTICK

CUE SCHTICK

WOULD YOU REALLY TAKE MY MICKEY MANTLE?

You're going to Atlantic City without me.

Why there?

Two reasons: one, there's a big pool tournament he could enter; and two, if he doesn't win the tournament, he's pretty enough to win the "Miss America" title!

THE INSIDERS

THE OUTSIDERS

Now that I've ditched the kid and broad, I've got to get back in playing shape! Then again, how much of an athlete do you have to be to play pool? Actually the only thing that I need now that I don't have is

Decent eyesight!

A WAI

How is this?

Great! I can see perfectly! But don't they make these frames a little smaller?

I'm going to show you that I'm still the best!

But I'm young and strong! You're old and wrinkled!

Hey kid, wake up! "Old and wrinkled" is the newest thing! Look...

Even Ol' "Minnesota Farts" is doin' great!

TURNER BACK THE HANDS OF TIME DEPT.

PEGGY Got STEWED And Married

WRITER: STAN HART

Peggy Stewed, the idea of wearing your **prom dress** to a 25th **Class Reunion** is so **different!** Whose idea was it?

My **teen-age daughter's.**

Imagine, Peggy Stewed has a **teenage daughter** . who gets her **kicks** by encouraging her mother to make a **schmuck** of herself!

Peggy Stewed's **ex-husband** looks ,ust **terrible!**

He's been **in bed** for the past **three days.**

With a **fever?**

No, with a **blonde!**

WELCOME CLASS of 1961

PEGGY

JIM

Peggy Stewed's **fainting!** I guess all this is just **too much** for her

The **DRESS** was too much for her! It's so **tight,** it cut off the **blood circulation** to her **brain!**

Oh, **good!** As long as it doesn't affect any **organ** that she ever has to **use!**

CLASS of 1961

BOY DO I LL ALIVE

ISN'T THAT NICK, THE CLASS CLOWN? HE HASN'T CHANGED.

NICK

HA!

For **some** reason which will **never** be satisfactorily **explained,** I have been transported **back in time** to 1960! I must remember that I'm now **eighteen** and **not forty-three!** It s great to be **young** again and be back in the **good old days** when I had **nothing** to **worry** about except **SAT's**. and **acne braces** and being **flat** chested ...and living with **insensitive** parents....and....hey, get me **out** of here and **back** to the **present!**

AND NOW THE LATEST BUDDY HOLLY HIT...

DRINK COKE TS CLASSIC

NO

What's gotten into Peggy Stewed? She **smokes,** gets **drunk,** and only thinks about having a **good time** while she **neglects** her responsib.lities! Do you know **what** she's acting like?

A **spoiled teen-ager?**

Worse! A suburban **adult!**

That history test was **great!** And my answers **reflect** its **relevancy.**

But **your** test paper is **blank!**

Exactly! I don't **need** to learn **this** stuff! As soon as I grad uate, I'm getting **married,** having **kids** and **hanging around** the house watching **soaps** for the next **twenty-five years!**

TRIVIA

BLANK LAST NAME

Wretched, you're the **smartest** kid in the school. Tell me, do you think **time** is **relative?**

When does it go **slower?**

Sure, sometimes it goes **faster,** like in space travel. And sometimes it goes **slower.**

When you're **trying** to make it **through** a picture like this one!

LAB 2

If you really did travel back **from 1986** to **1961,** then we have a chance to **help** mankind and **change** the course of history! What do you know about **President Kennedy's** term? Or **Martin Luther King?** Or this **Viet Nam** thing?

Er. .not much...

Not **much?!?** Didn't you **live through** all this history?

Yeah, but to tell you the **truth,** I just sorta **hung around** the house through most of it!

Besides, **history** and **world events aren't** important! What's **important** is all the **new products** that will be used in the **future** that now **we** can **invent first** and make a **fortune!** Like **Muzak**...and **nuclear** power plants...and **phone sex services...** and **plastic** car parts. .and **crack**...and..

GREAT!

NOT OVER SATURDAY NIGHT FEVER!

Let's go **all the way!**

Gee, I don't **know!** What do you say we go **half way, twice?**

What's **wrong** with **sex?**

(Gulp!) I don't want **you** to lose **respect** for **me!**

It **won't** happen. I can't **lose** what I don't **have!**

BURE ON BORED

Let's see, in this film we've seen **coke snorting, drinking** and now, **pot smoking.** Is **anything** left?

Yes

Promiscuous sex!

Admit it! You and that fag poet Michael **slept together!** Admit it!

We **didn't** sleep together, I **swear** to you! We were too busy **fooling around** to **sleep!**

In **that** case, **okay.**

Peggy Stewed, I want to **marry you** and change **your name** to **mine.**

Won't having **two** people named **Churlie** around the house be **confusing?**

Sure, but **I'm** willing to **sacrifice!**

It **can't** work. You'll be **unfaithful** to me and have **affairs** with one **woman** after another! We'll be **miserable!**

Speak for **yourself!** That sounds **great** to me!

Grandma Grandpa, I've traveled **back** in **time!** I'm really a **grown woman** with two teenage children of my **own!** Do you **believe** that?

We **do** if you **say so.**

That's what I call **"love"!**

The **doctor** calls it **"senility"!**

Peggy Stewed, we're sending you **back** to the **1980's!**

It's **not** going to **work!**

How do **you** know?

Trust me!

Okay, Churlie, I **accept** your **marriage proposal** despite all the **pain the future** holds for us.

Great! We'll be a **typical married couple!**

But we'll only be **happy** for a **short time** and then we'll be involved in a **bitter divorce.**

What could be **more typical** than **that?**

We almost **lost** you, Peggy Stewed!

Why is that?

'Cause **nobody** bothered to **look** for **you!** You're **not** as **popular** as you **think!**

I had **a strange** dream that I went **back** in **time.** I wonder if **anyone** else **ever** had such an **odd** dream?

* IF YOU ARE WONDERING ABOUT ALL THE FLOWERS, THEY BELONGED TO THE PREVIOUS PATIENT... WHO DIED!

ARE YOU KIDDING???

PAM EWING

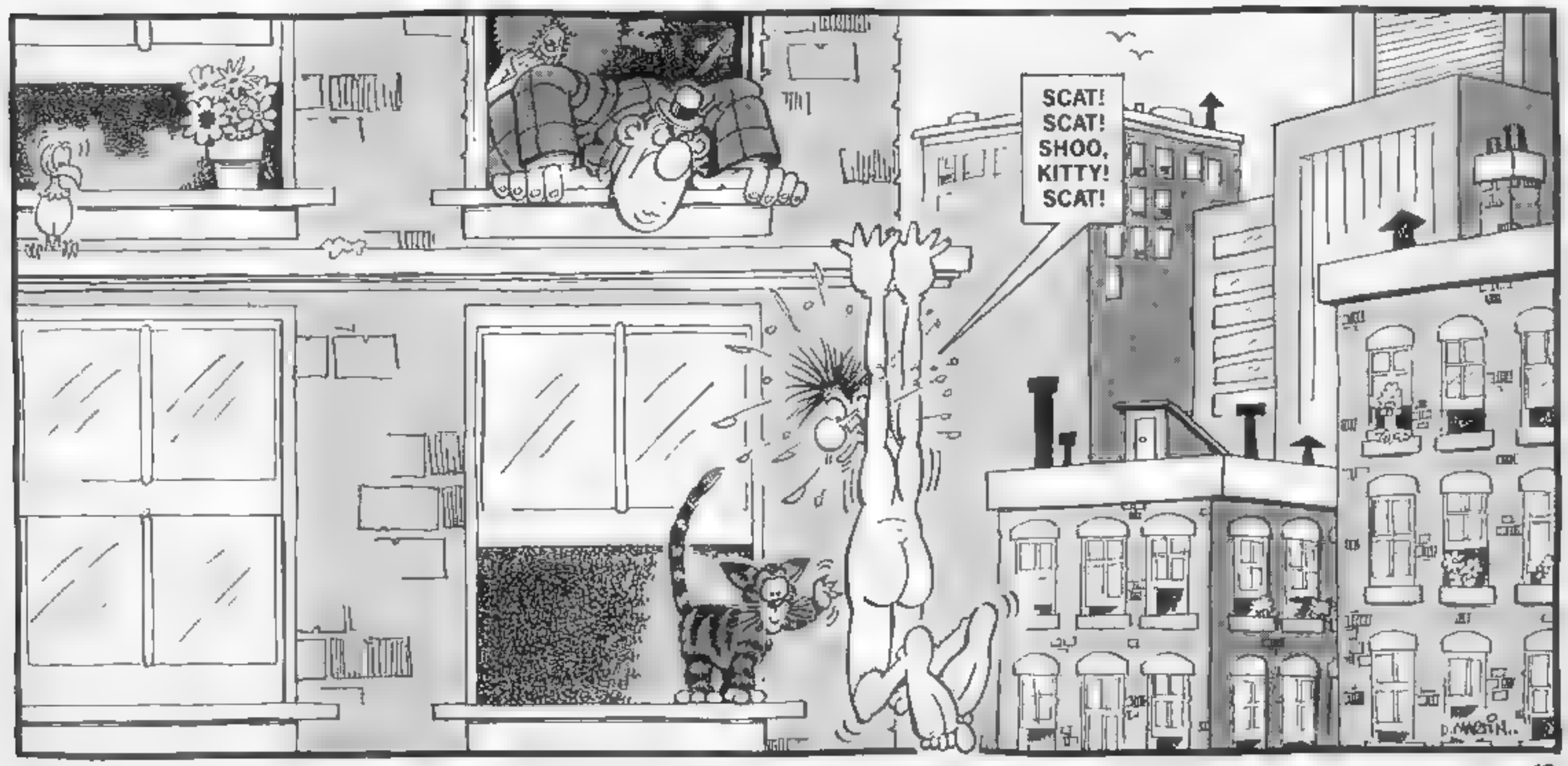
THE WIZARD OF OZ

BANNED IN

SOME-WHERE IN TIME

BACK

ONE FINE MORNING ON EAST 69th STREET



ARTIST· DON MARTIN WRITER· DON EDWING

REPORTED IN FRONT OF A LIVE AUDIENCE DEPT.

Are Rock Concerts really as wild as people say? Are the accounts of crowds, rioting and drug busts really true? Is this introduction really necessary? For the answer, just fill in the numbered blanks from the corresponding numbered lists, and you'll have...

MAD'S ALL-INCLUSIVE DO-IT-YOURSELF ROCK CONCERT NEWSPAPER STORY

Thousands of ___1___ ___2___ packed ___3___ last night to see ___4___ in concert. Many fans ___5___ for more than ten hours while waiting to ___6___ for a ticket.

Despite ___7___ ___8___ and the occasional ___9___ of ___10___ ___11___ the promoters of the event called it ___12___.

14

1

screaming
ripped-off
born-again
Bloom County
suicidal
toxic
whacked-out
slightly used
pregnant
molting
frigid
calcium deficient

5

stood in line
counted their toes
shouted pygmy oaths
chanted "DEE-fense!"
aged prematurely
licked Snickers wrappers
donned wet-suits
polished their nose-rings
wept openly
broke wind
swapped zip codes
fondled their ear lobes

9

arrest
flogging
hearing loss
death screams
melt-down
spraying
flossing
glassy-eyed stares
pre-soaking
poor penalty-killing
factory recall
painless removal

2

rock fans
teenagers
marmot breeders
Sandinistas
Bob Uecker look-alikes
boat people
amnesiacs
Trivial Pursuit players
owl worshippers
bed-wetters
DeLorean dealers
soothsayers

3

the City Auditorium
the Kingdome
Bernie's Car Wash
St. Patrick's Cathedral
the Oval Office
Buddy Hackett's hot tub
the Australian outback
a new Honda Civic
Ted and Rita's family room
the K Mart linens section
Lake Huron
the Exit 17 offramp

4

the Jacksons
Van Halen
Boy George
the Little Rascals
Kate and Allie
Botswana wife-swappers
the Dallas Mavericks
Mr. T's caterer
the Miss Bulgaria finalists
the last Civil War veteran
Casper Weinberger
a KGB double agent

5

pay $30
sell their sisters
grovel shamelessly
lose their virginity
renounce Satan
give up breathing
sacrifice a beagle
betray their scoutmaster
sell their vital organs
give up their citizenship
pawn their phony Omegas
change their sex

7

a few outbreaks of
the usual
some harmless
post-Olympic
sloppy attempts at
authentic Haitian
precision-drill
the romantic lure of
the Reagan Cabinet's
some very creative
the lethal effects of
the distinctive odor of

8

rioting
terrorism
drunkenness
car-stripping
pillaging
nude break-dancing
possum worship
Karl Malden impersonations
silicone rejection
out-of-body retching
estate planning
parakeet training

10

unruly
off-duty
stoned
pre-Columbian
singles-bar
fur-bearing
Lucasfilm
Libyan-backed
reincarnated
moss-covered
cutesy-pie
splattered

11

punks
drug dealers
Sagittarians
nerds
welfare cheats
Unitarians
surfers
mercenaries
Cornhuskers
skycaps
Munchkins
centerfolds

12

"an unqualified success."
"a victory for good taste."
"more fun than Pearl Harbor."
"a vindication of greed."
"proof of God's love."
"an incredible waste of time."
"as significant as Flag Day."
"a triumph for Jerry Falwell."
"a glorificaton of self-abuse."
"as memorable as 'Lottery.'"
"a festival for degenerates."
"an answer to Communism."

ARTIST: GEORGE WOODBRIDGE

WRITER: FRANK JACOBS

TELEVISION

There's **no hope!** The **world** is just **falling apart** all around me! I feel like putting my head in the oven and **ending it all!**
If watching the **news** upsets you so much, **don't do it!**
What **news?** I'm watching a **basketball game!**

BERG'S-EYE VIEW DEPT.

THE LIGHTE

FIRST IMPRESSIONS

What's this? The **first day** of **class** and already we have a **late student?** I'd like to hear your **explanation,** young man!
I, uh, **overslept!**
Do you do that **often?**
No, only in the **mornings!**

AGING

R SIDE OF...

ARTIST & WRITER
DAVE BERG

HABITS

PHYSICAL FITNESS

There he goes, "Mr. Exercise Trend"! First it was jogging, then it was biking, and now it's back to jogging again!
No, it's still biking...
. but I forgot! I left my bike in front of the health food store and I have to run back to get it!

FASHION

TRAVEL

Hey, Chuck, how was your trip to Paris?
Okay, I guess! One thing I noticed was that the French treated the English tourists very shabbily!

SEDUCTION

Let me give you a warning, Mitch— don't try to get me to your apartment with those corny excuses about watching some great video tapes!
I wouldn't do that! I don't even have a video tape unit!
Then what do you have? Can I come over and hear some great albums?

GOSSIP

I heard that you have all the inside stuff about what's going on with Bernie and Denise! So, tell me already!
Can you keep a secret?
Absolutely!
So can I!

THE ECONOMY

You're constantly in debt, Maria! When I was your age, I never had such financial troubles!
Of course you didn't, Mother..
When you were my age they didn't have credit cards!

PERMISSION

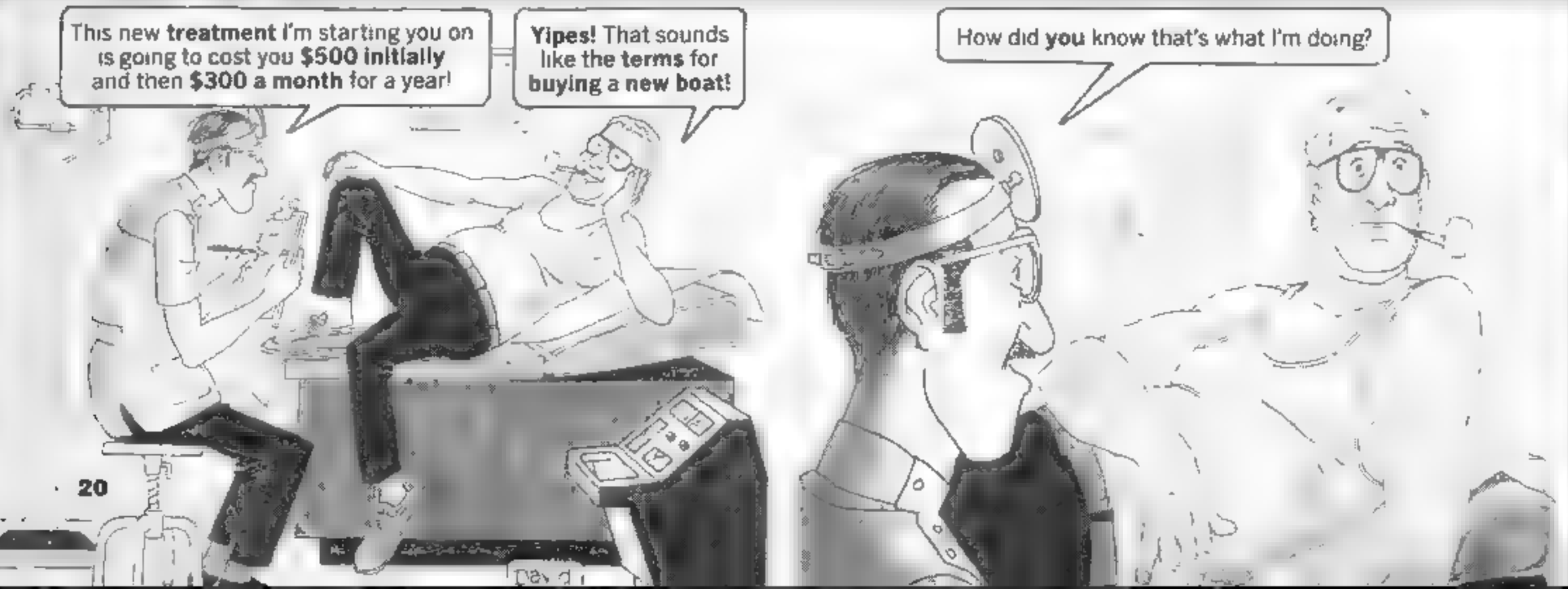
ETHICS

Look at you! As soon as the **weekend** comes, you're up at the **crack** of **dawn** so you can go out and play your **tennis!**
Do you know many **religions** consider it a **sin** to play on the **Sabbath?**
So do I..
The way **I've** been **playing** lately, it's a **sin whatever day it is!**

HOMEWORK

I think I'm **finally ready** to **start work!** I've got my **math book,** my **history book,** my **science book,** my **notebook**...
Hold it! I forgot the **most important book** of **all!**
My TV Guide!

DOCTORS


This new **treatment** I'm starting you on is going to cost you **$500 initially** and then **$300 a month** for a year!
Yipes! That sounds like the **terms** for **buying** a **new boat!**
How did **you** know that's what I'm doing?

DISC-CLAIMERS DEPT.

A few issues back, MAD examined the issue of whether rock albums should bear special warning labels if they contain references to drugs, violence, obscenity, etc. We felt that it was a vital debate on a vital topic. We also felt that the article served a vital role in bringing this vital issue out into the open. And others agreed! Everytime we showed someone the article they kicked us in the vitals! But we here at MAD never flinch, so now we present with pride .

MORE BADLY-NEEDED WARNING LABELS FOR ROCK ALBUMS

WRITER: DESMOND DEVLIN

BEWARE: Attempts to understand this group's name may cause cerebral collapse.

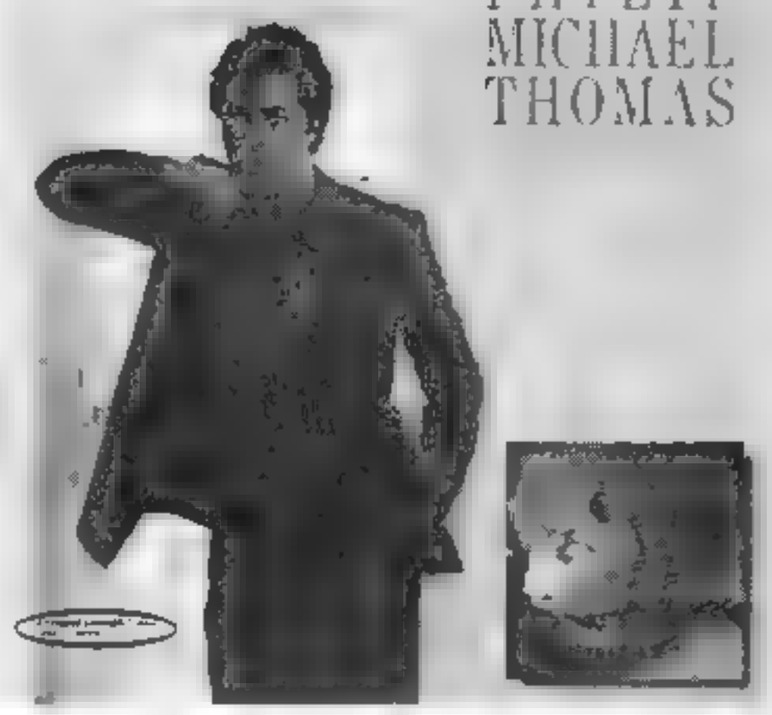
ATTENTION: This may be your last chance to enjoy these artists before marriage turns all of them into wimps.

If you dig their rap, then man that's cool,
But when it comes to buying albums, don't be no fool!
It may have a beat and go real fast
But this album is just another clone of their last!

WARNING
These men sing even worse than they wrestle!

CONSUMER TIP: For those fans befuddled by Ms. Lauper's thick accent, an English/Brooklyn—Brooklyn/English Translation Kit can be purchased separately at the cash register.

CAUTION
1940 tunes like "That's Life" may not be your idea of Heavy Duty Rock.



EXTREME DANGER: Fleeting celebrity cashing in while he can.

WARNING
This album guaranteed to contain no harmony, no hits and absolutely no chest hair whatsoever.

BEWARE: Once popular group hanging on for those nostalgia bucks.

FICKLE SINGLE OF FATE DEPT.

A MAD LOOK AT... People Even Lonelier Than

ARTIST: PAUL COKER

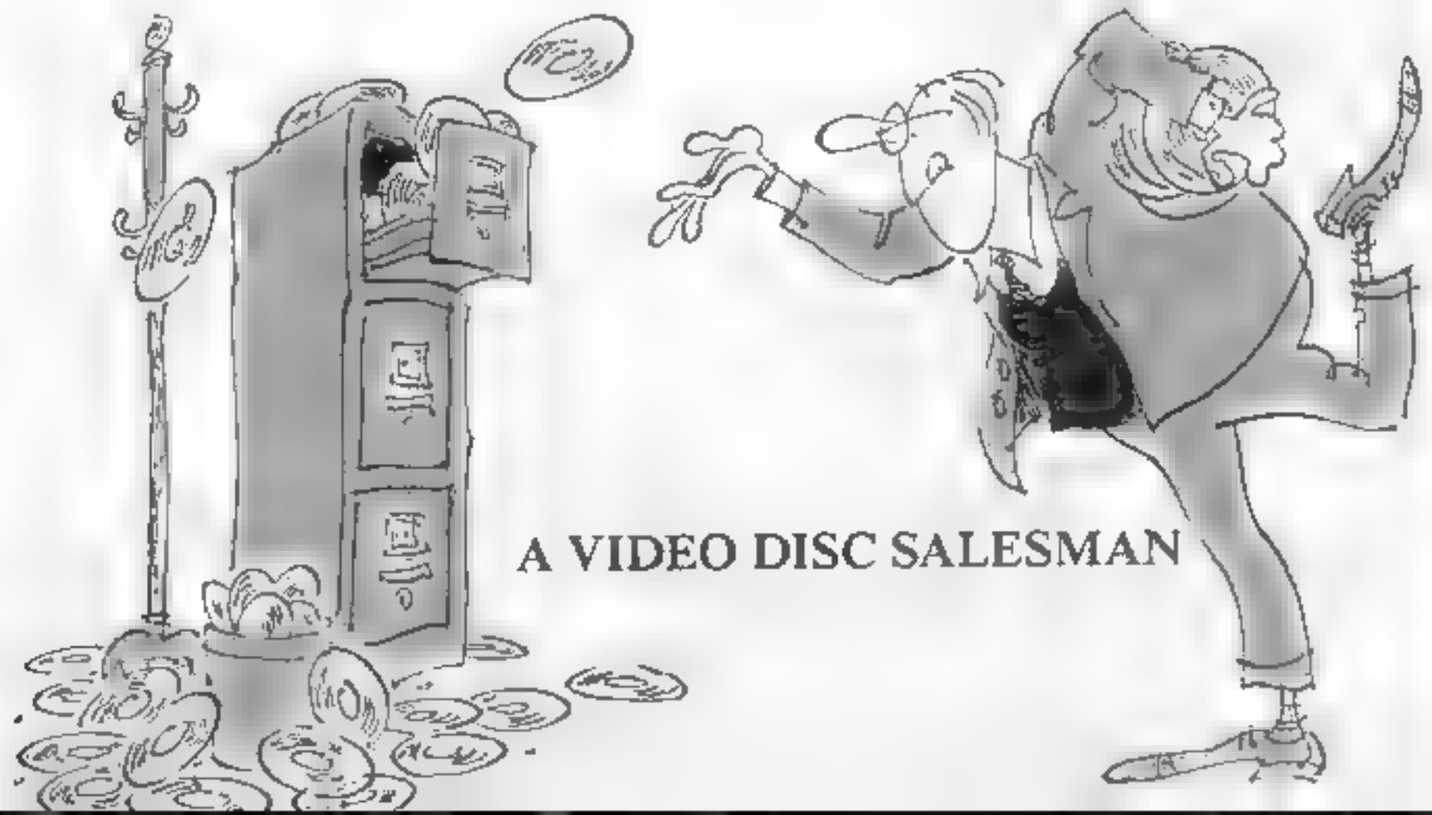
THE DIRECTOR OF THE LEBANESE TOURIST BUREAU

AN 800# OPERATOR FOR PHILIP-MICHAEL THOMAS' GREATEST HITS

A FACT CHECKER AT THE NATIONAL ENQUIRER

A PLANNED PARENTHOOD COUNSELOR IN VATICAN CITY

AN USHER AT A "G" RATED MOVIE



A VIDEO DISC SALESMAN

The MAYTAG REPAIRMAN

WRITER: MIKE SNIDER

A CHEVY DEALER IN TOKYO

MARVIN HAGLER'S HAIR STYLIST

THE 3RD BASE COACH FOR THE SEATTLE MARINERS

THE CULTURE REPORTER FOR THE BAYONNE DAILY NEWS

PRESIDENT OF THE SYLVESTER STALLONE FAN CLUB (MOSCOW CHAPTER)

THE VEGETABLE SALESMAN AT CHERNOBYL

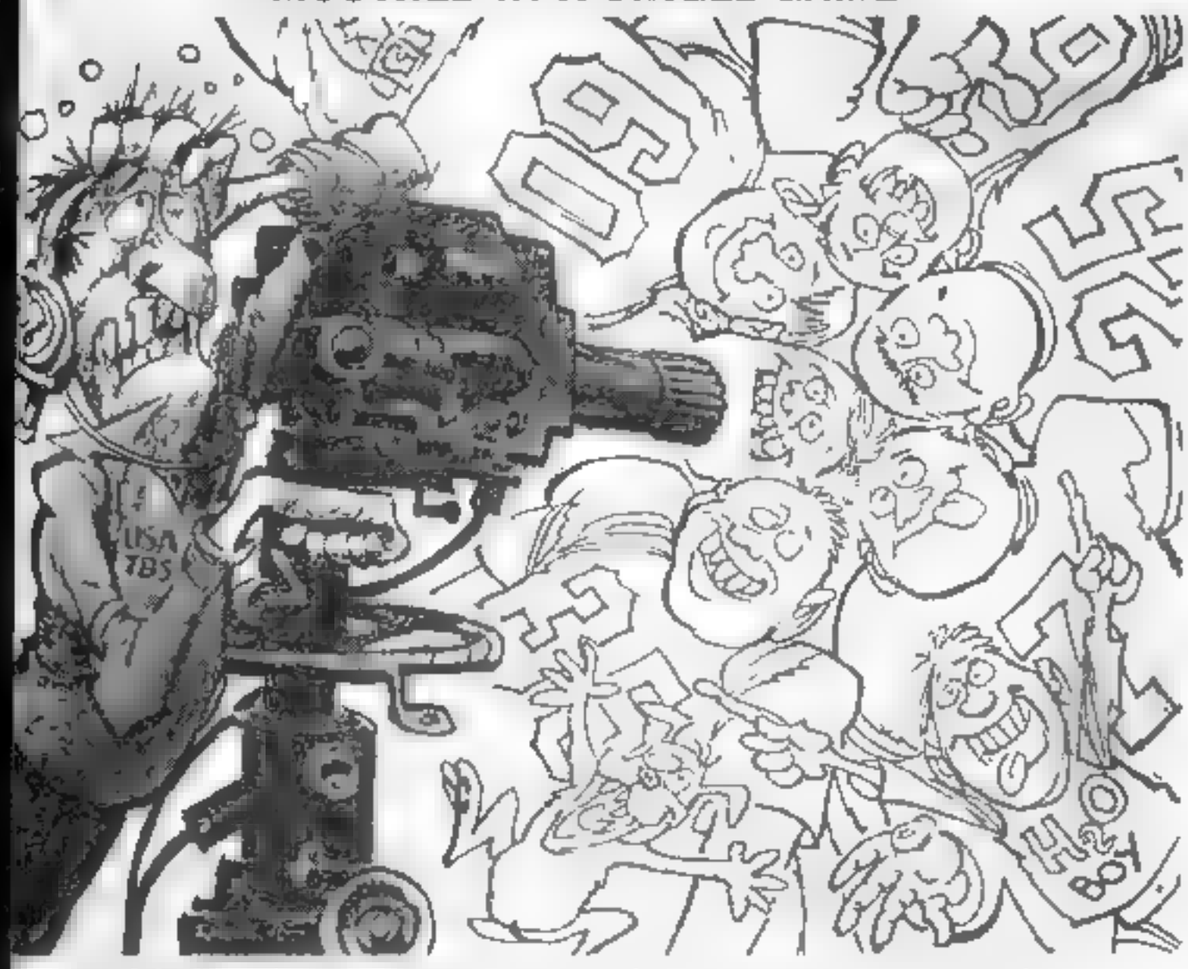
STAT'S ENTERTAINMENT DEPT.

Sure, we all know about batting averages, yards rushing, points scored and other useful sports records and stats. But what about those really trivial bits of data that TV has created by giving fans a close-up view of every single thing that happens both on and

MAD'S RECORD BOOK FOR

ARTIST: JACK DAVIS

MOST "HI MOMS!" SILENTLY MOUTHED IN A SINGLE GAME



429, by the Green Bay Packers, 10/5/81. This feat was made possible when all cameras except the one trained on the sidelines went dead, enabling the team to mug without interruption through the entire second half.

MOST ON-CAMERA SPITS DURING A SINGLE AT BAT

94, by Reggie Jackson, California Angels, July 18, 1985. The feat required Jackson's salivary glands to produce a phenomenal three pints of spit in under five minutes.

MOST TV SHOTS IN ONE SEASON OF A BASEBALL MANAGER DOING NOTHING

1,643, all involving Yogi Berra, New York Yankees, 1984. The total includes 509 views of Yogi seated with his arms folded, 398 walking to the water cooler and 736 walking back to his seat after getting a drink at the water cooler.

LONGEST TV EXPLANATION OF A SELF-EXPLANATORY SPORTS EVENT

Nine minutes, 43 seconds, by announcer Chris Schenkel in analyzing why bowler Nelson Furbish failed to knock down any pins after the ball slipped out of his hand and sailed into the spectator's gallery behind him.

off the playing field? There's a wealth of interesting but insignificant facts brought into our homes every time we turn on and watch a sports broadcast, and since none of us had anything better to do with our time, we decided to sit down and collect a few, in...

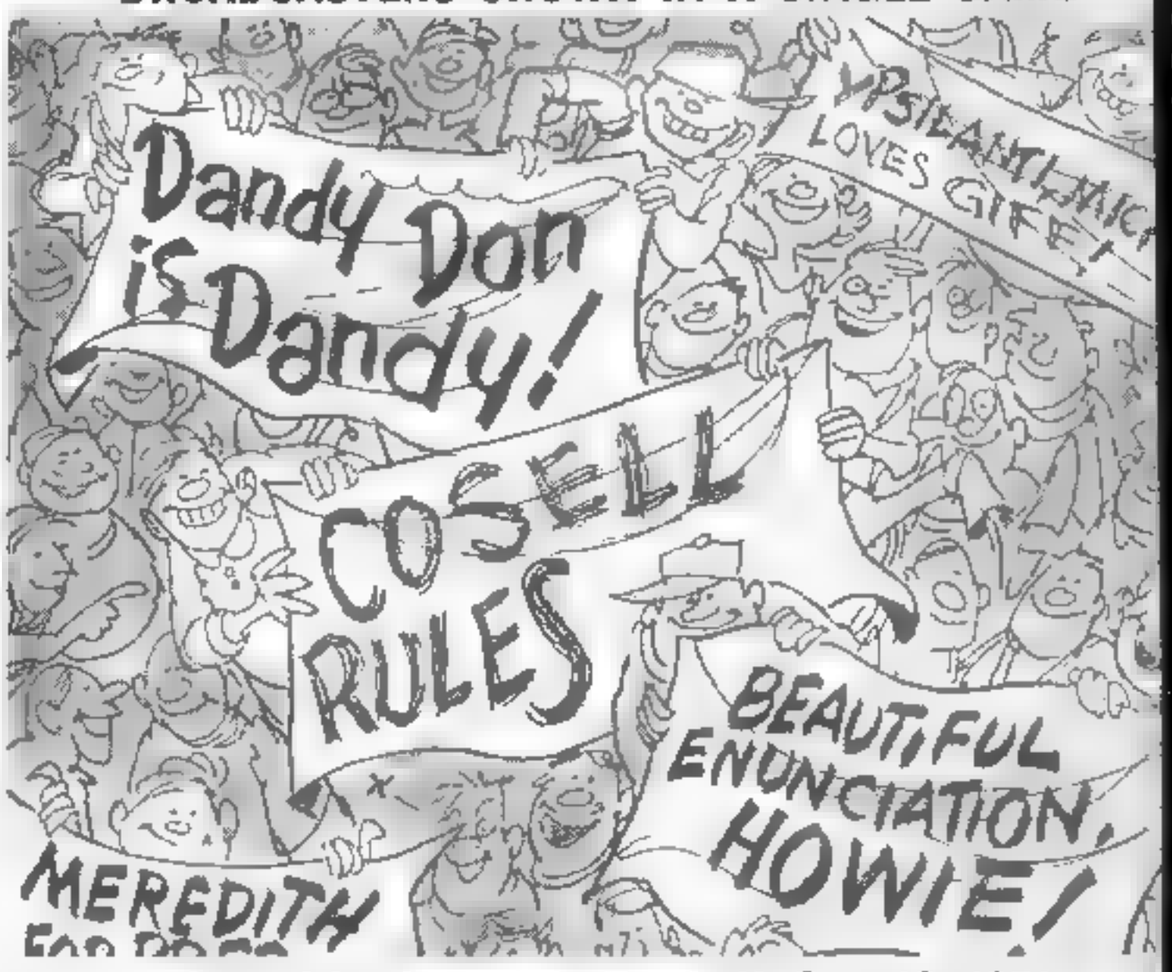
TELEVISED SPORTS—VOL. I

WRITER: TOM KOCH

MOST TELEVISED PRACTICE BOUNCES BEFORE ATTEMPTING A FREE THROW

61, by Sherman "Sky Hook" Nimbus, Boise Boys, 12/15/81. The total does not include 83 additional bounces not seen on television when the station cut away for a commercial break while waiting for Nimbus to shoot. (Note: he missed.)

MOST BEDSHEET SIGNS PRAISING NETWORK BROADCASTERS SHOWN IN A SINGLE GAME



49, on *Monday Night Football*, Oct. 12, 1974. This was also the same game in which Frank Gifford, Howard Cosell and Don Meredith all neglected to tell the audience which team won.

MOST GRAMMATICAL ERRORS MADE BY AN ATHLETE IN ONE PRE-GAME INTERVIEW

Seven, by Digby "The Dim" Zufk, Alaska Normal, 1986. When asked a question by Bob Costas, Zufk responded by saying, "I ain't done got no drug problem what I don't got under control anywise."

TOTAL TV TIME WASTED SHOWING OFF THE ANTICS OF A TEAM MASCOT, ONE SEASON

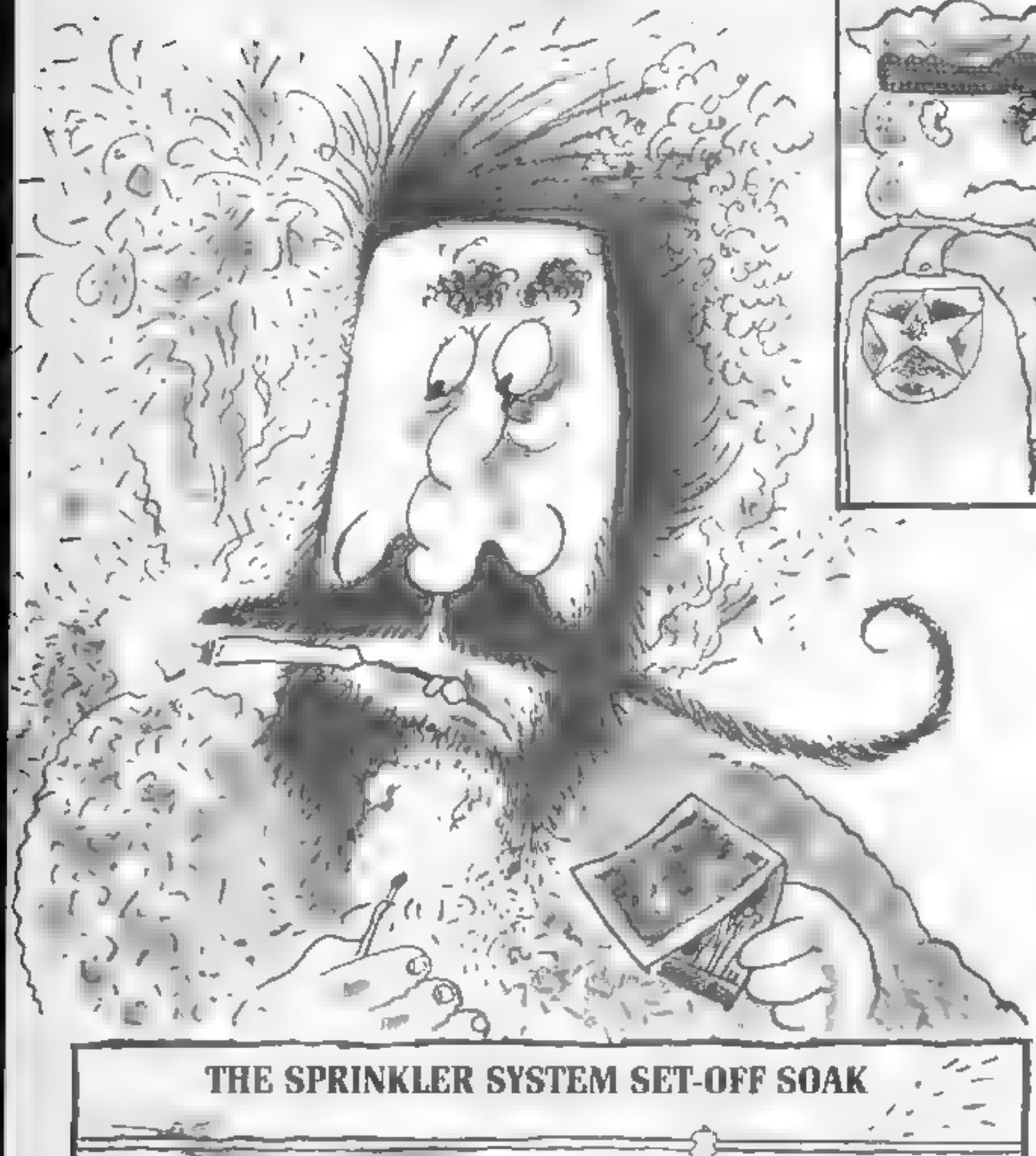
34 hours, 26 minutes, 19 seconds, set by the San Diego Chicken, 1979. Philly Phan claims nine minutes more, but that figure includes TV coverage of rescue efforts to get him out of his costume when his zipper stuck in 1984.

PAINS IN THE ASH DEPT.

Sure, you already know about lung cancer, emphysema and heart disease, but what about the...

OTHER DANGERS OF

THE INVOLUNTARY BEARD AND MUSTACHE SINGE



THE HIDDEN CIGARETTE INTERNAL COMBUSTION

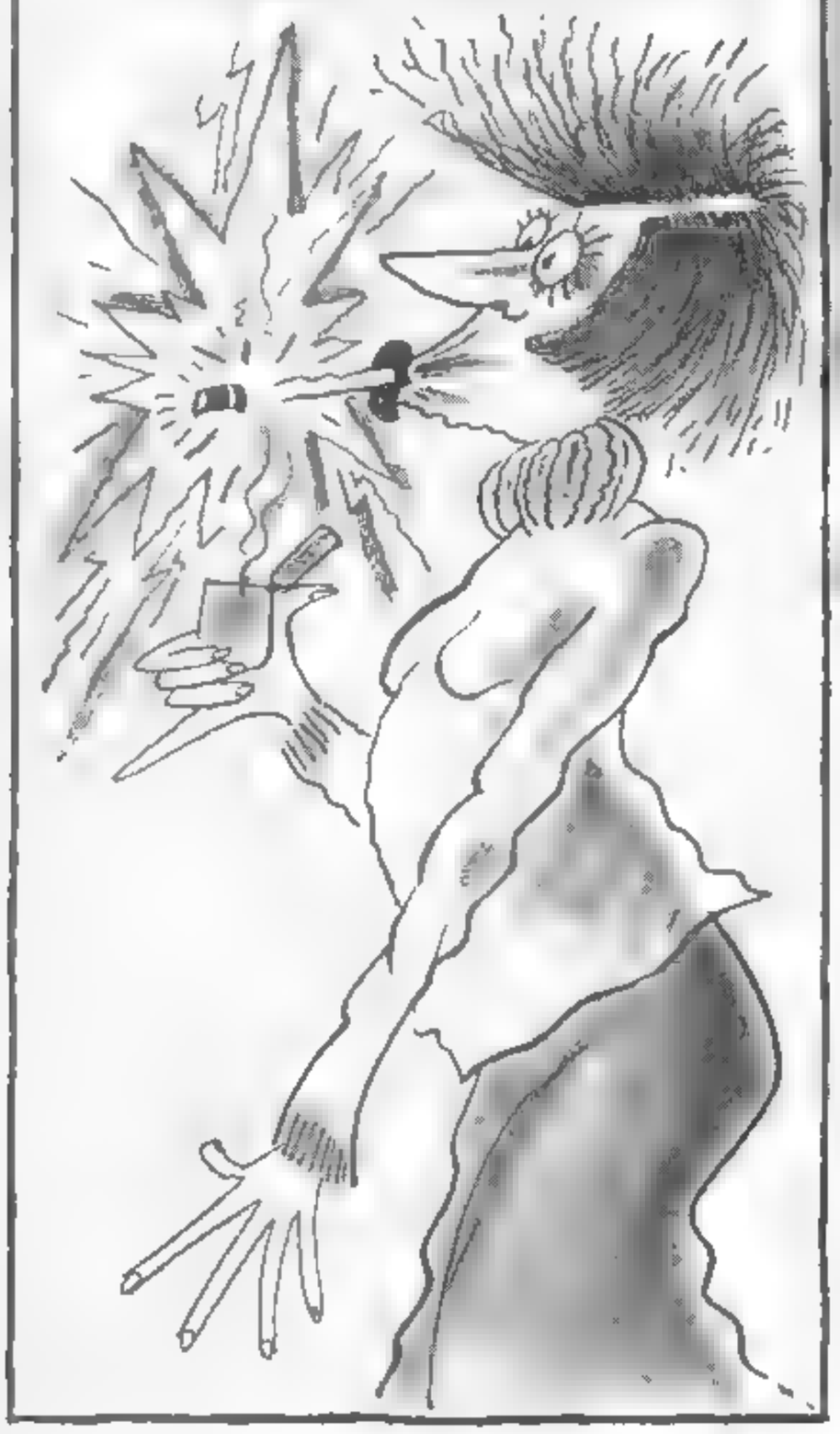
THE PIPE-IN-POCKET BURN-OUT

THE SPRINKLER SYSTEM SET-OFF SOAK

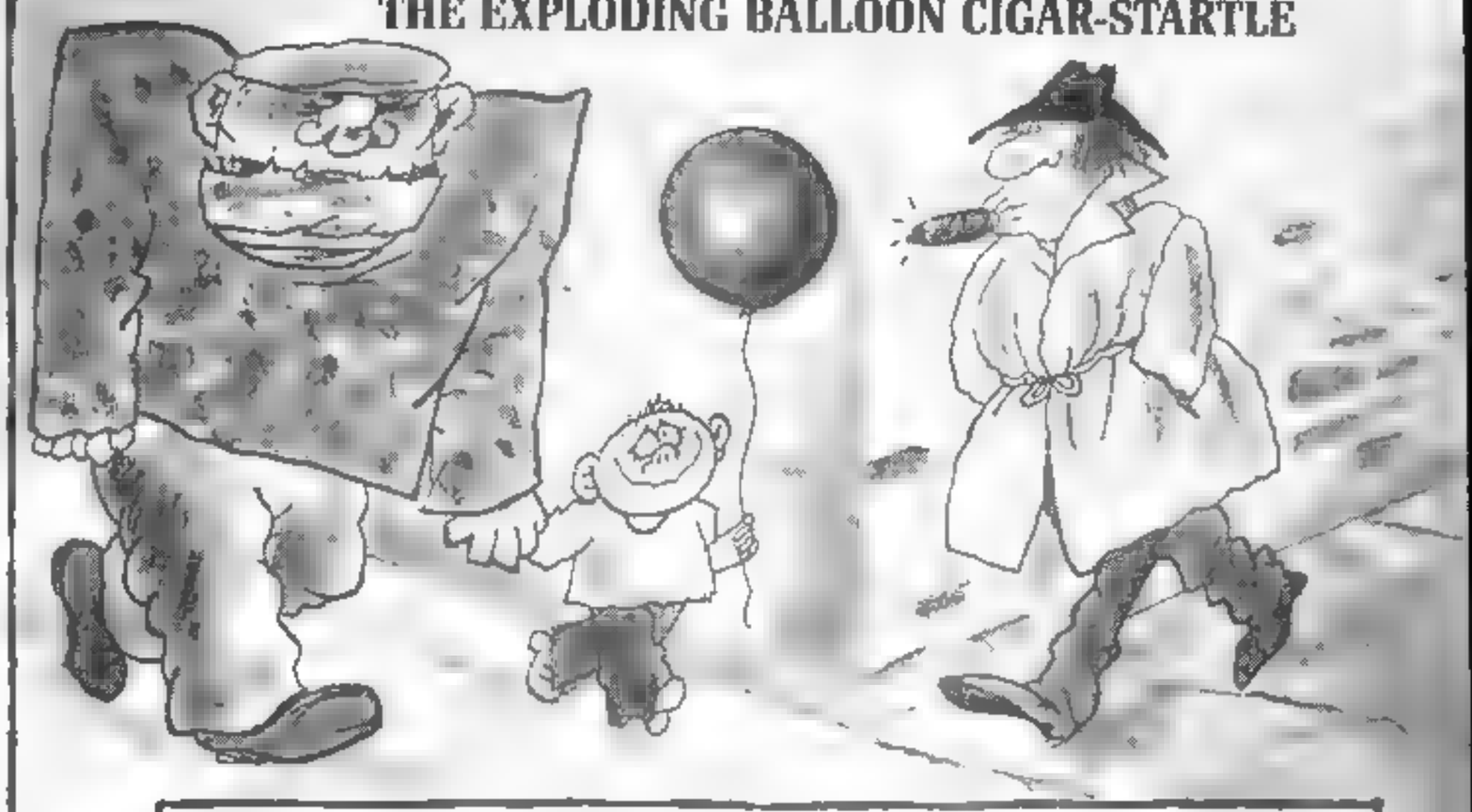
SMOKING

SURGEON GENERAL'S WARNING:
Smoking This Article May Be
Hazardous to Your Health

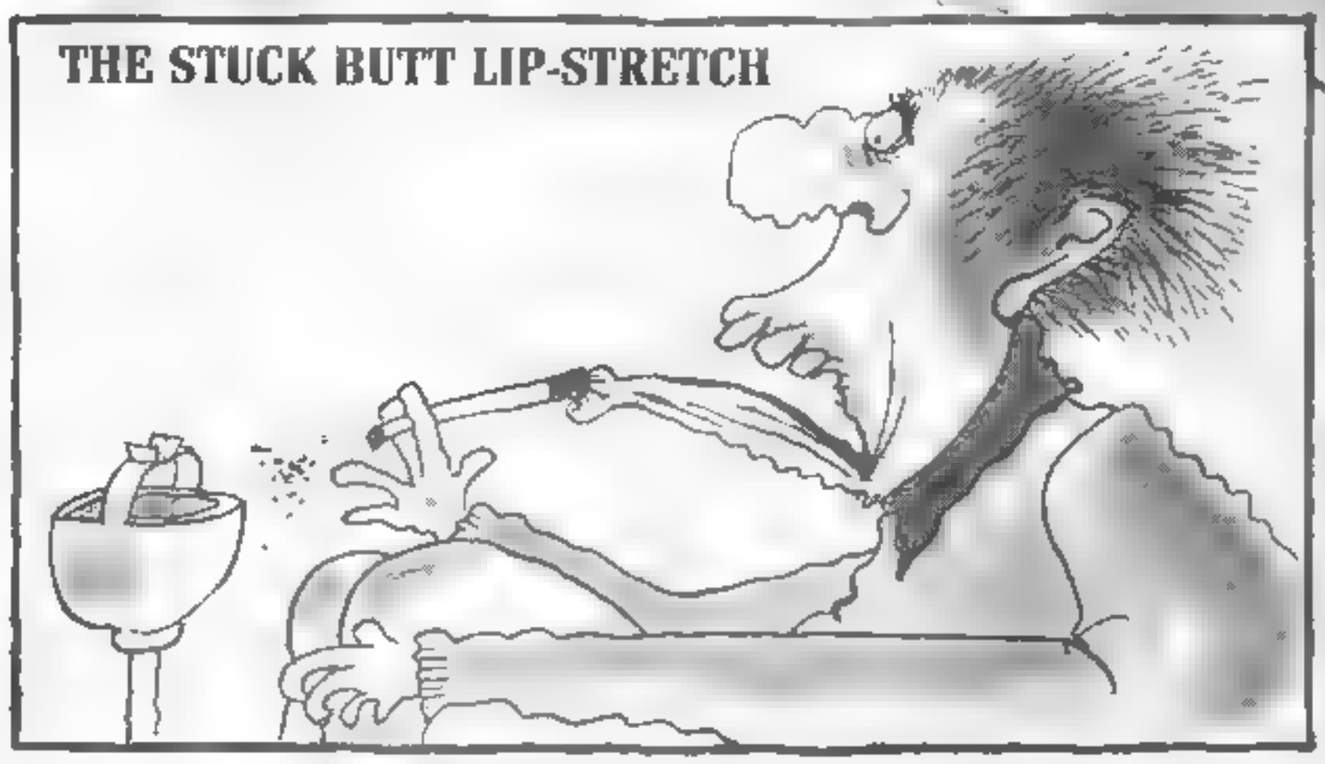
THE FILTER TIP LIGHT-UP FLASH



THE EXPLODING BALLOON CIGAR-STARTLE

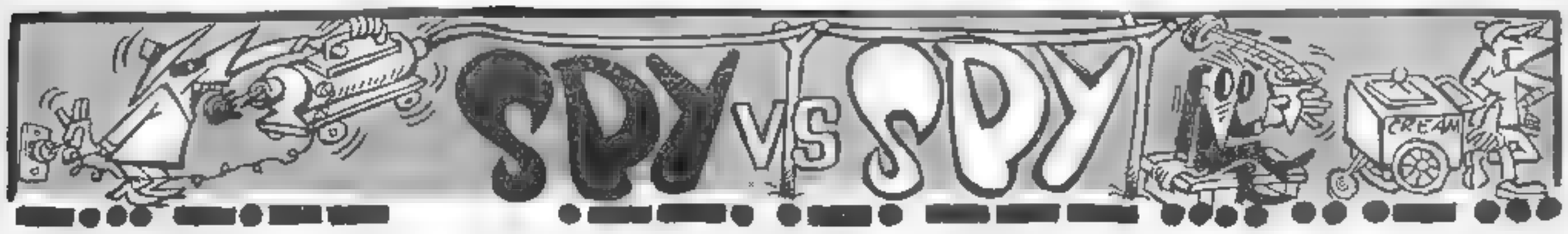


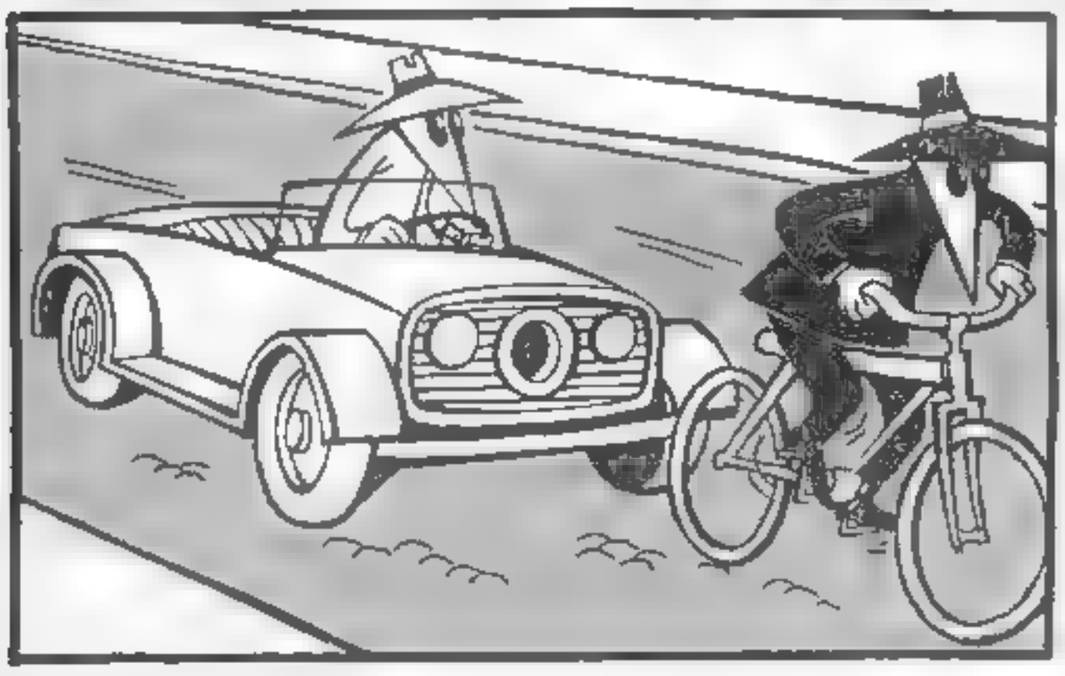
THE STUCK BUTT LIP-STRETCH

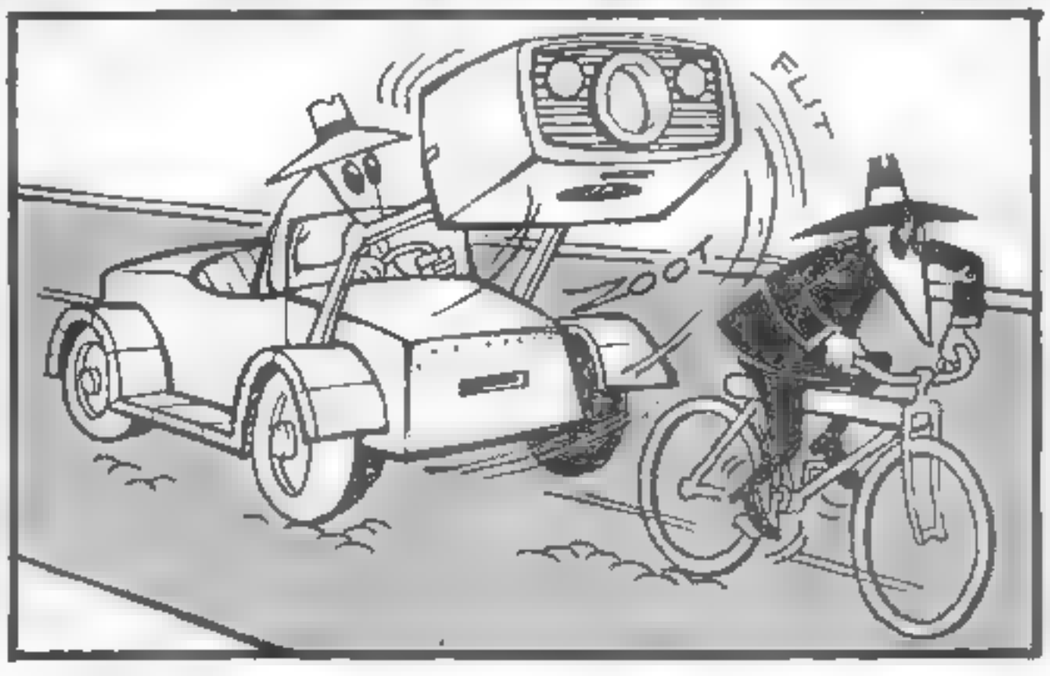


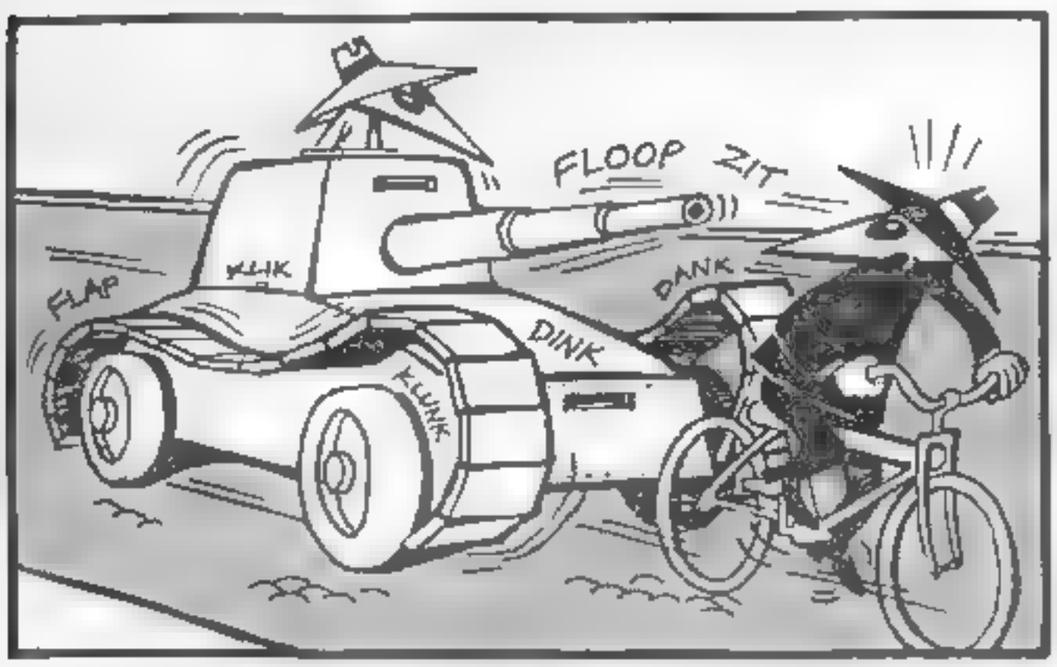
ARTIST AND WRITER: PAUL PETER PORGES

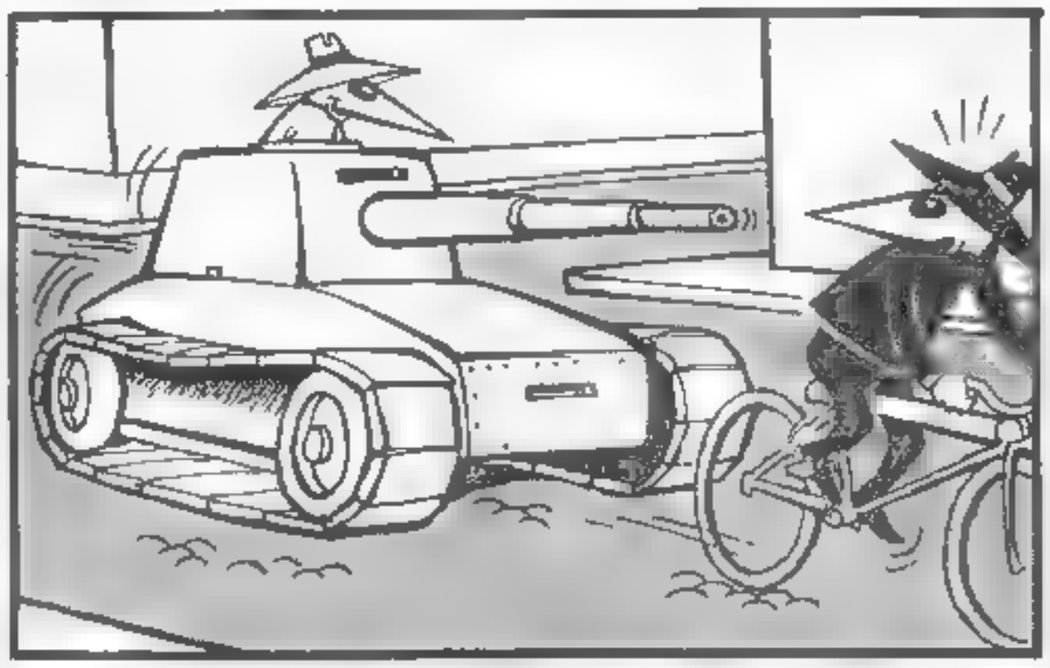
THE DROPPED ASHES FLAME-UP

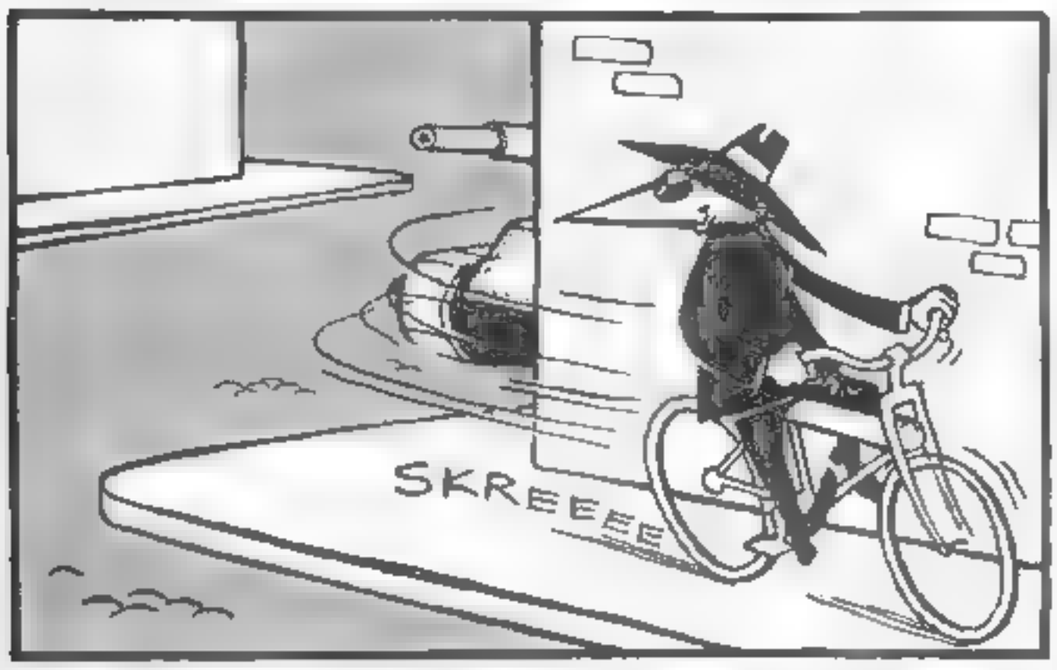

SPY VS SPY
CREAM

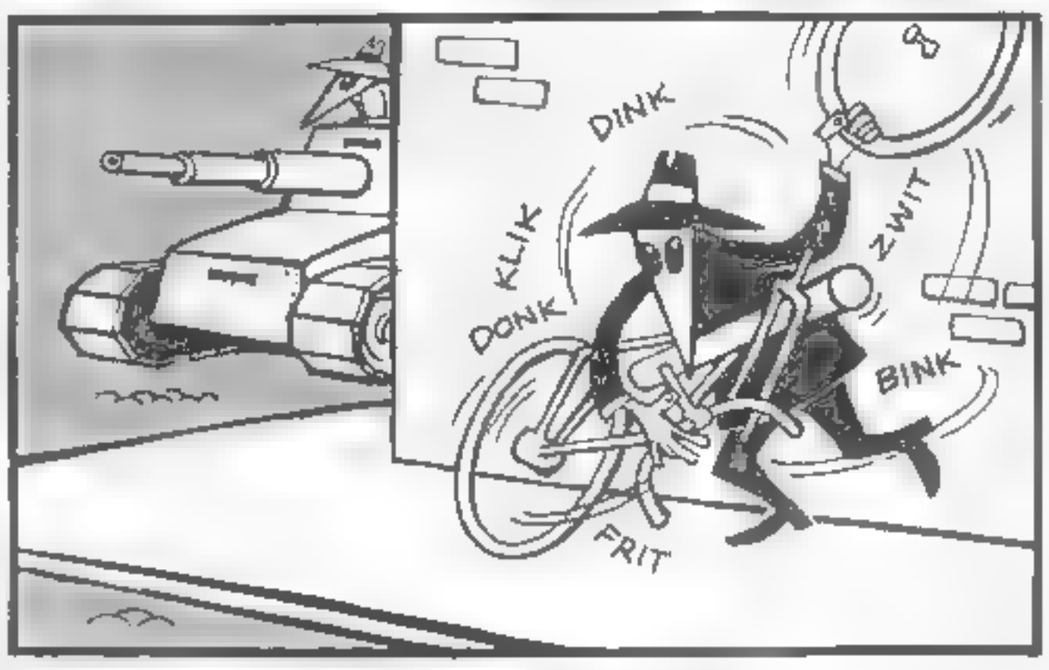


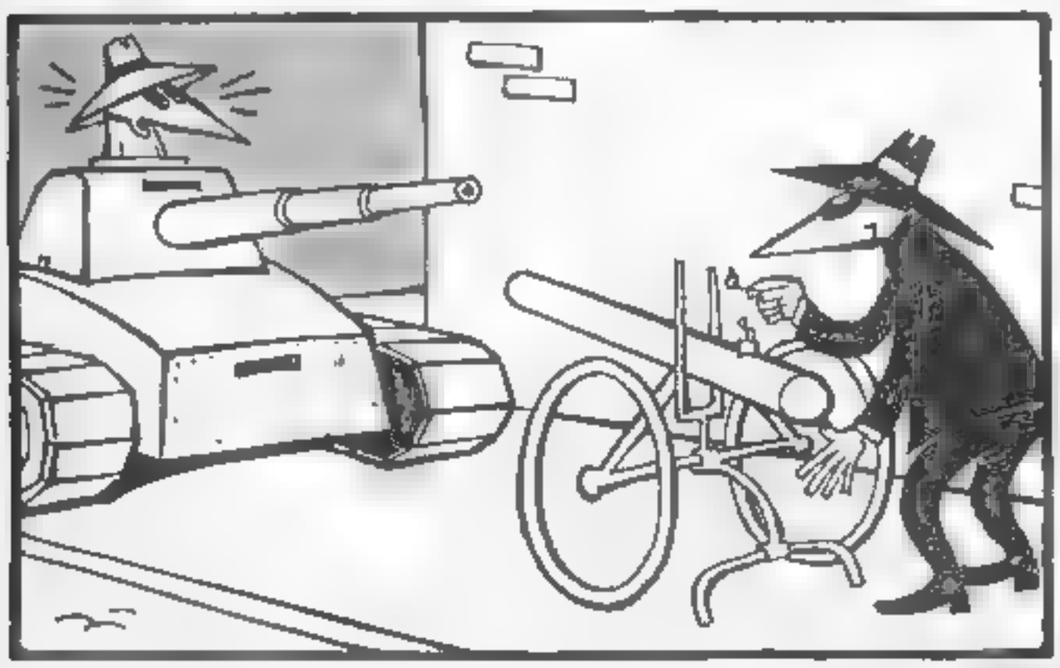

FLIT
ZOOT

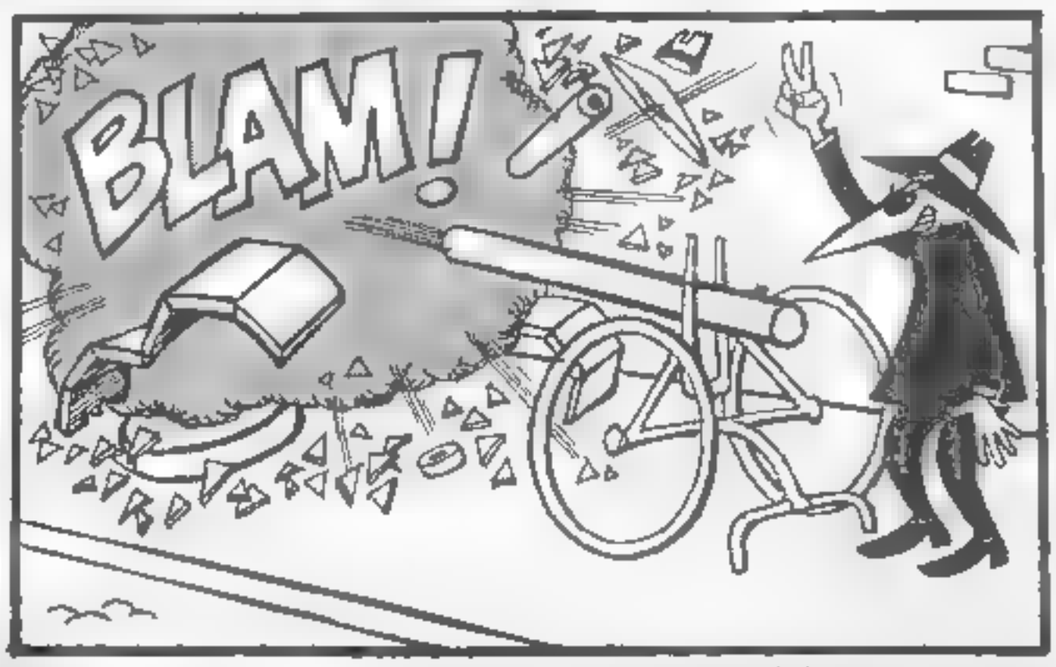

FLOOP ZIT
KLIK
FLAP
DINK
DANK
KLUNK




SKREEEE


DINK
KLIK
DONK
ZWIT
BINK
FRIT




BLAM!

MILITARY COUP-COOS DEPT.

Many Americans are deeply concerned over our ever-increasing involvement in Central America. An even greater number are concerned with who's the father of whose baby on Dynasty! Reading this article ain't gonna shed light on either of these problems, but join us anyhow as we interview Generalissimo Toro Manuro, of the Republic of El San Banana, who has been selected as Mad's

BANANA REPUBLIC DICTATORIT OF THE YEAR

El Presidente, I'm **Phil Wurry.**

Ah, you're an **American!** I know, you want a nice **senorita.**

Uh, **no.**

You want a **muchacho?**

No! I want to **interview** you for **MAD Magazine.**

You're from the **media!** I'm sorry, I thought you were a visiting **congressman.** I'll be happy to answer your questions. I have absolutely **nothing** to **hide!**

Si, except your Swiss **bank accounts!**

VIVA REVOLUTION

WHITE HOUSE SECRETS?

ED MEESE N-BOX

WEIK

ARTISTS: WILL ELDER AND HARVEY KURTZMAN WRITER: LOU SILVERSTONE

Okay, then I'll start **firing away.**

Please! **NEVER** use that **phrase** in **my** country!

VIVA ZAPATA

How come with all the **food** we ship to your country, your people are **starving?**

OUR FIRST BANANA

That ees a **communist lie!** Do **we** look like **we're** starving?

BURP!

No! Compared to you guys, **John Candy** looks like **HE'S** starving

What happened to the **millions** of tons of grain we sent to feed **your people?**

Unfortunately, we have **no way** of **distributing** the grain to the **peasants.**

Why not [redacted] the trucks the **U.S.** sent you?

We **can't!** One of my generals **sold** the trucks to the **rebels!** But doan worry, he ees **no longer weeth us.**

You **shot** the **traitor?**

We don' **shoot** heem! We are not **savages!** He's leeving in **exile** in his **condo** een **Miami.** It's right next to **mine!**

VIVA ARAGONES

IOU

Was the wheat sold on the **black market?**

Black market, **white** market, what ees the **difference?** In my country we are not **prejudiced!**

Your guys are **trained** by the **U.S. army!** How come they can't beat a **handful** of **rebels?**

The **rebels** have got the latest **sophisticated weapons!**

You mean the stuff the **Russians** sent them is **better** than the stuff the **U.S. gives** you?

They don' got **Russian weapons,** they got **American weapons.**

¿QUIEN ES MAS MACH?

Are you **selling** American **guns** on the **black market?**

No, they **capture** them from my soldiers! American **weapons** are **very heavy!**

Si, 'specially when you're **running away!**

Can't you **officers stop** your soldiers from **running away?** What about orders?

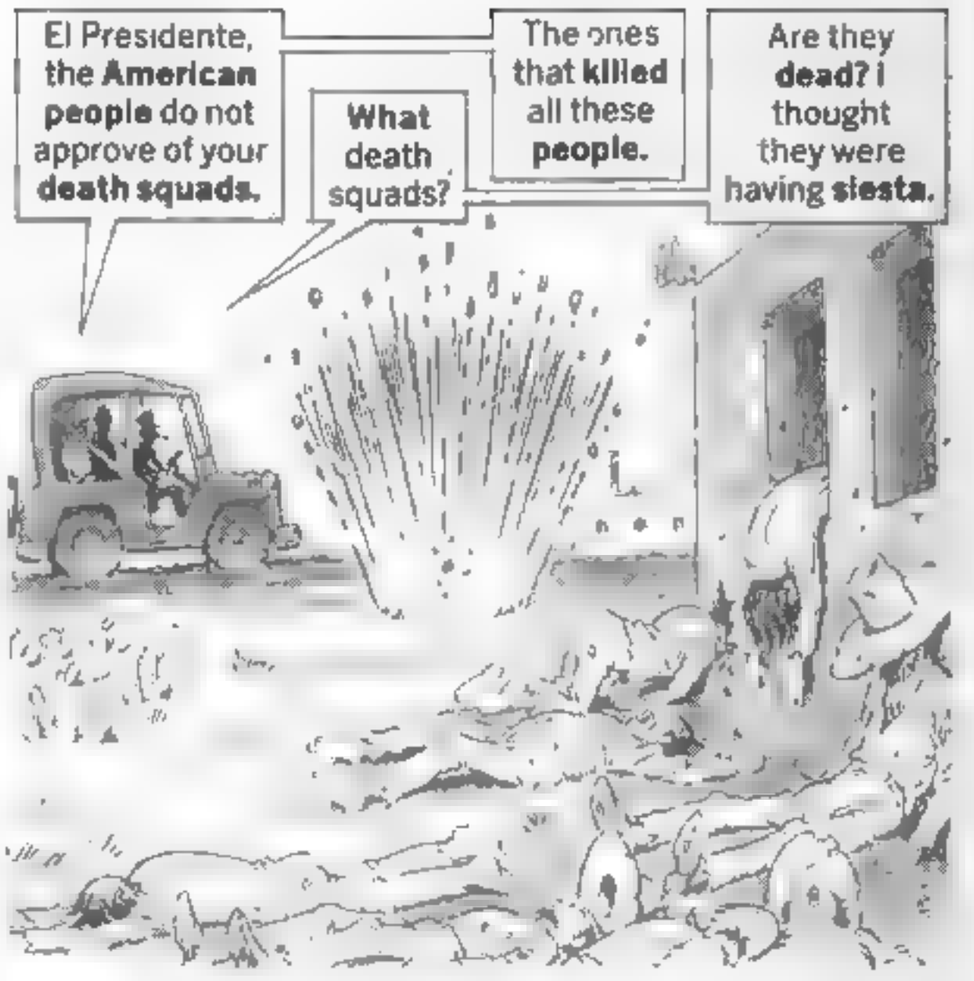
They **follow** the officers! That ees **why** they are **running away!**

Watch **out!** Here they **come again!**

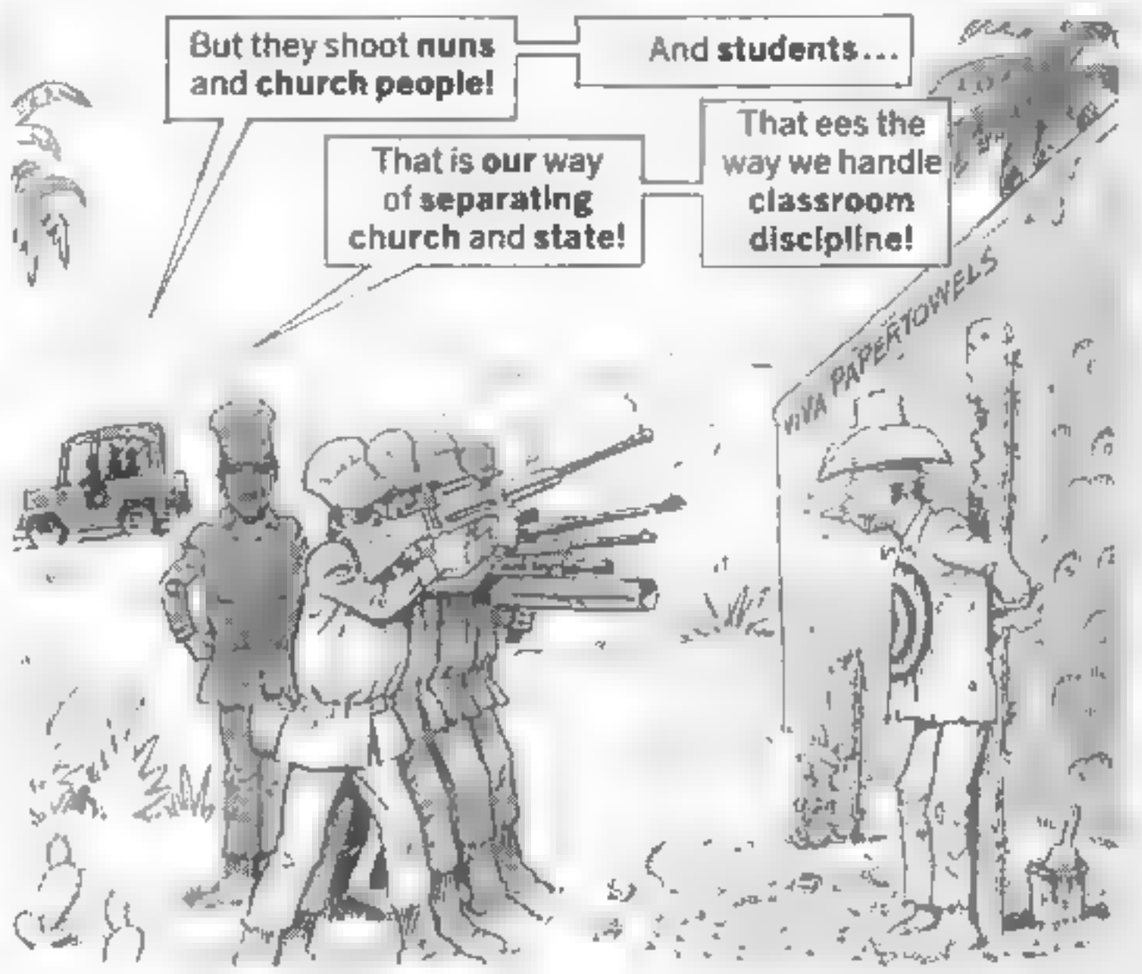
VIVA PROHIAS

That's your **army?!?** I thought it was a **marathon race.**

These are my **sons.**
Are **any** of them in the **army?**
That ees **stupid** question! Did any of the **sons** of your **congressmen** fight in **Vietnam?** Was **Reagan's son** in the **army?**
No, I guess **not.**
So, I follow the **example** of your fine country. Isn't **democracy** wunnerful?!?


El Presidente, the **American people** do not approve of your **death squads.**
What death squads?
The ones that **killed** all these **people.**
Are they **dead?** I thought they were having **siesta.**

You greengos don' **understand.** Death squads are an old Banana **tradition,** like American football. These men are very **patriotic** and **brave.** They don't **run** from their **enemies!**
But they're shooting **unarmed** people!
That shows they are not only **brave,** but also **mucho smart!**
MISSED AGAIN!


But they shoot **nuns** and **church people!**
And **students...**
That is **our** way of **separating church** and **state!**
That ees the way we handle **classroom discipline!**
¡VIVA PAPEETOWELS

Why are we going in **here?** Hey, man, I was only **kidding** about your **death squads!** I am an **American citizen!**
Not to worry. You're not under **arrest.** I want to show you that our **political prisoners** are **well treated.**
Graffiti forbidden
Do not write on these walls!
The Graffiti Hall of Fame!
Anyone caught writing on walls will have pen confiscated

How are you **treated** in here?
They treat **us fine.**
You don't mind being in a cell full of **garbage?**
What **garbage?** That's our **dinner!**
SAN HALL
MESS HALL

Why are you in the **slammer?**

Because I am a **criminal.**

What did you do, **kill** somebody?

Worse, I ran for political office **against** the party of El Presidente!

VIVA LAS VEGAS

You can quote me as saying I am **happy** to be **here.**

But this place is the **pits!**

Yeah, but it sure **beats the alternative!**

HASENFUS WAS HERE

READY... AIM... FIRE!

I LOVE BERNIE MELTZ

Was the **CIA** involved in your election?

SI, they made a small **contribution**—a few **million dollars,** geeve or take a few **pesos.**

How much was **spent** on your campaign?

A few **million dollars**— geeve or take a few **pesos.**

NEED A LOAN? QUICK CASH? Call COL. OLIVER NORTH *at* 1-555-IRANSCAM

Why was the **CIA** so **anxious** for **you** to get elected?

Because I am a **moderate!**

Moderate?!? You have a record of **murder, brutality** and **corruption!**

SI, but compared to my **opponent** I am a **moderate!**

Now that you've seen our **democratic government** in action, I hope you will geeve us a **good report.** Tell your people I look foward to **continued co-operation** between our two great democracies.

Well, we're **cooperating!** We've **given** you **guns, food** and **money!**

EL AL

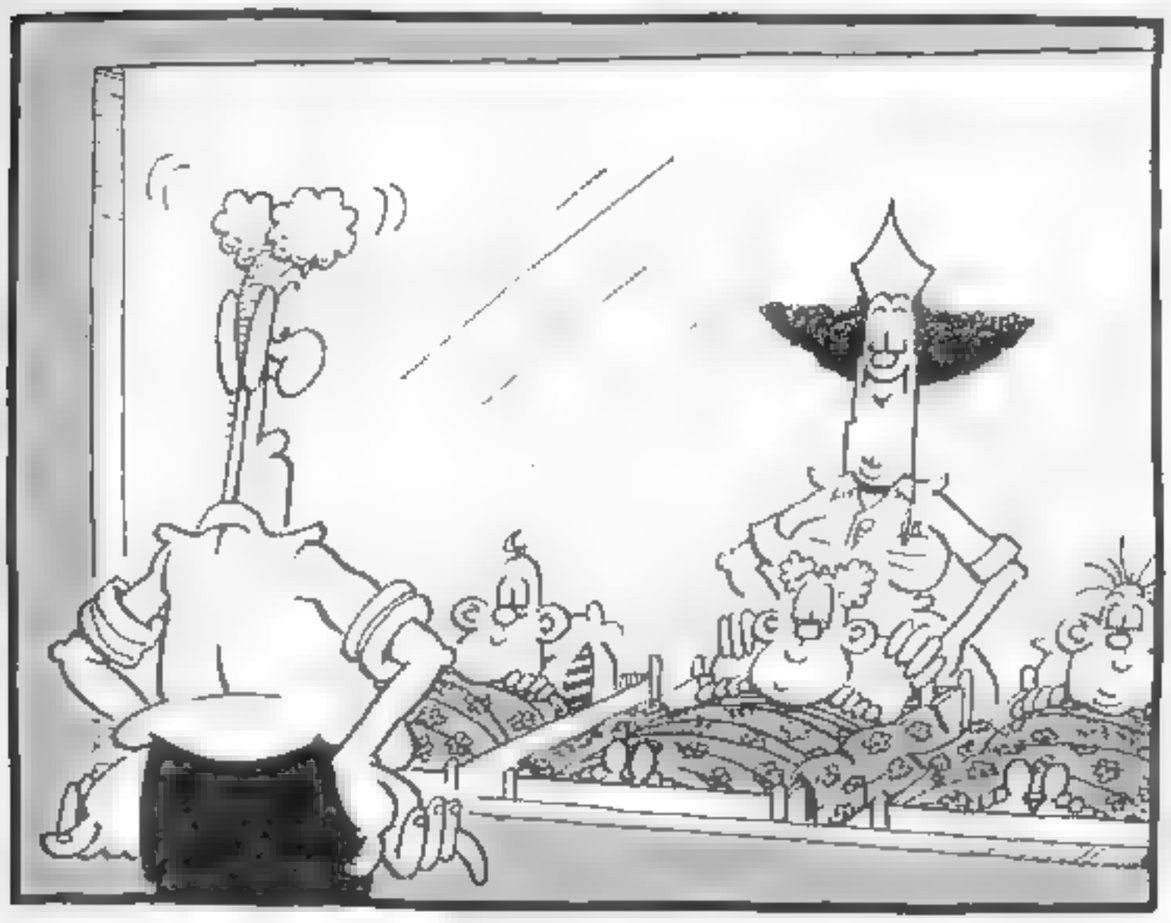
We **appreciate** the aid, but I look foward to the day when **your** soldiers fight **side by side** with my men.

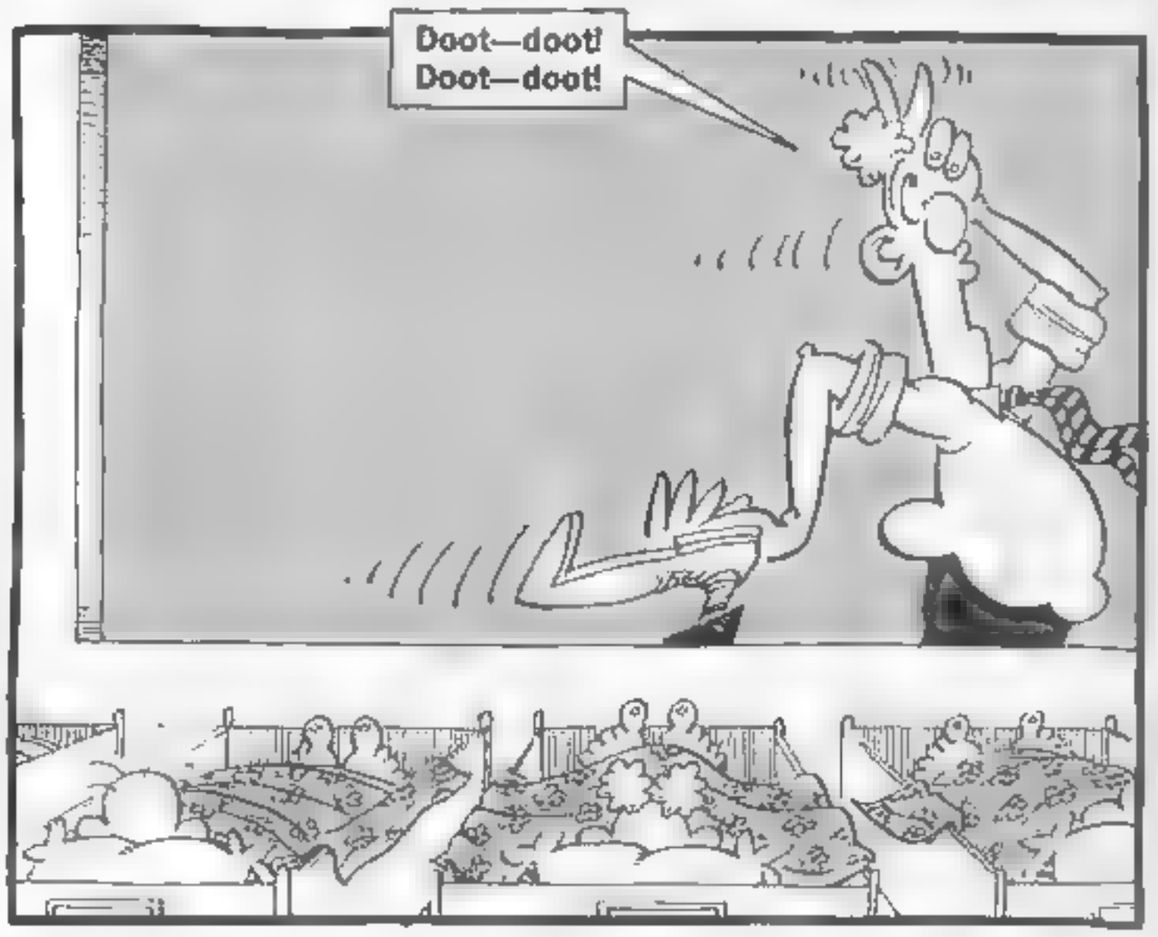
You want **Americans** to fight **your** war?

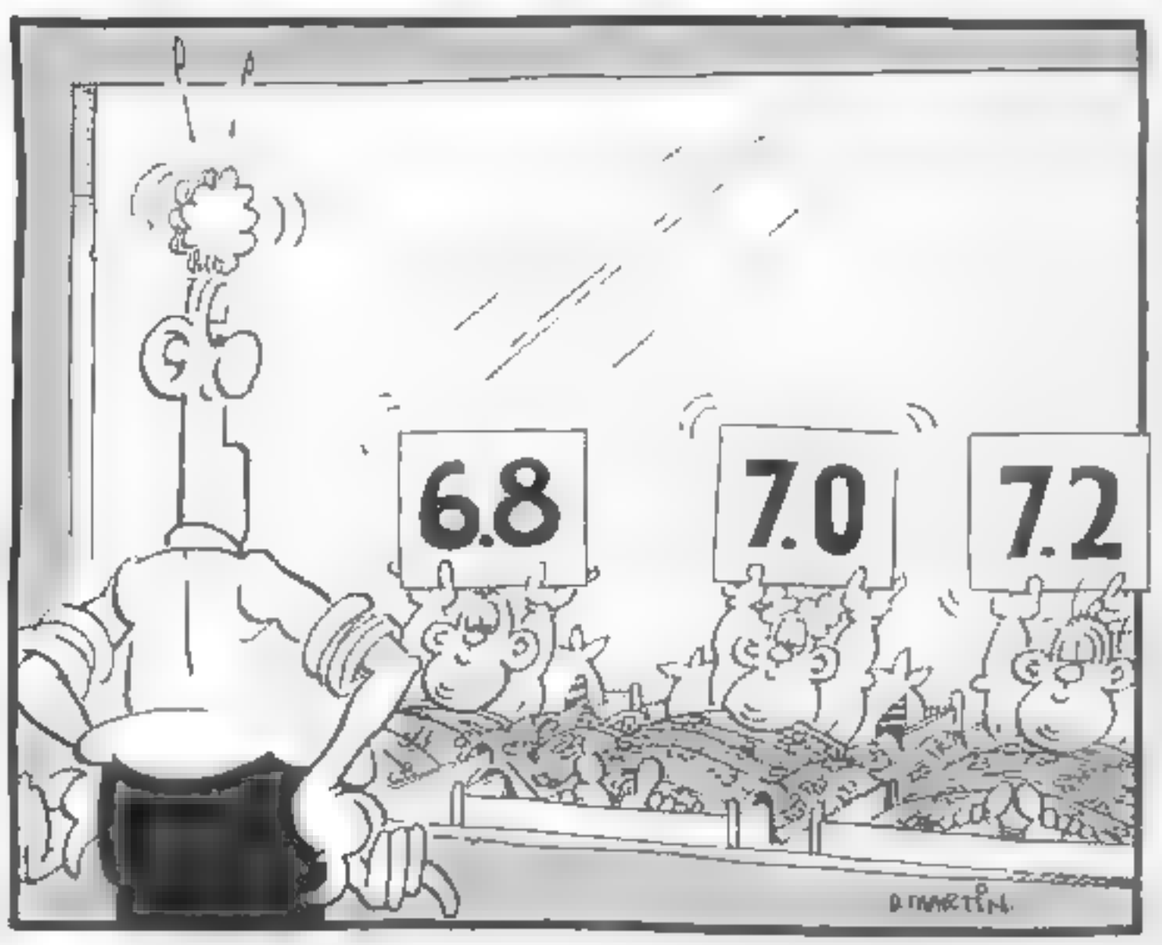
Not fight! **"Observe!"** Of course, eef we lose, it could cause a **domino effect.** Panama... Mexico... **Texas...**

That sounds **familar.** This is **Pill Wurry** splitting El San Banana. Back to **MAD!**

ONE FINE MORNING IN THE MATERNITY WARD

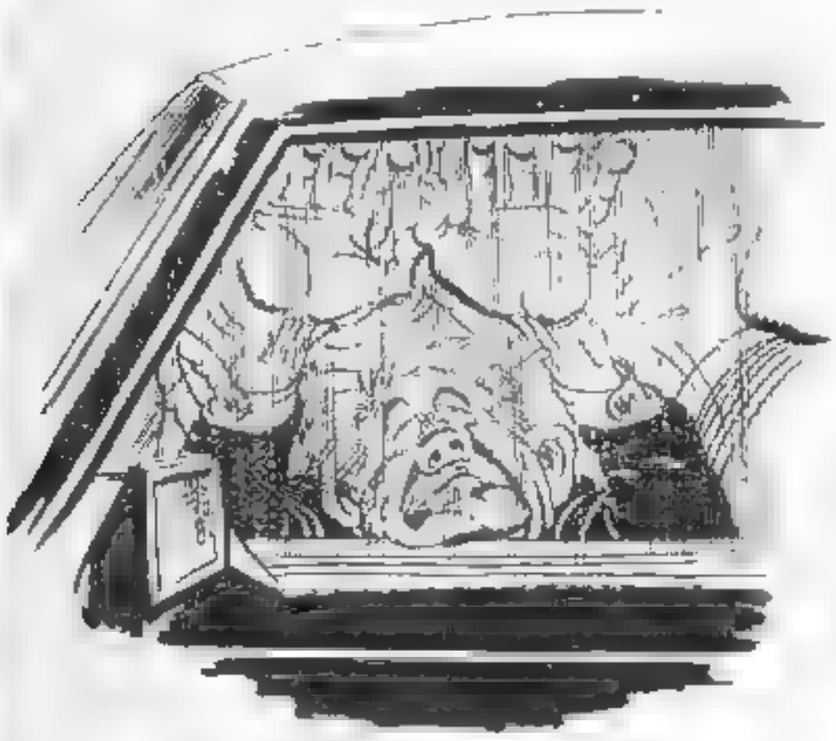






ARTIST AND WRITER, DON MARTIN

...a set of electrically powered car windows and door locks that doom you to a slow death if the battery ever fails while you're trapped inside.



...agriculture developed to the point where it can produce three crops of honeydew melons every summer—all of which are completely tasteless.

. a phone machine with enough tape to answer your phone for a month, causing your mother to be charged for dozens of toll calls without talking to you.

TECH—NO-LOGIC DEPT.

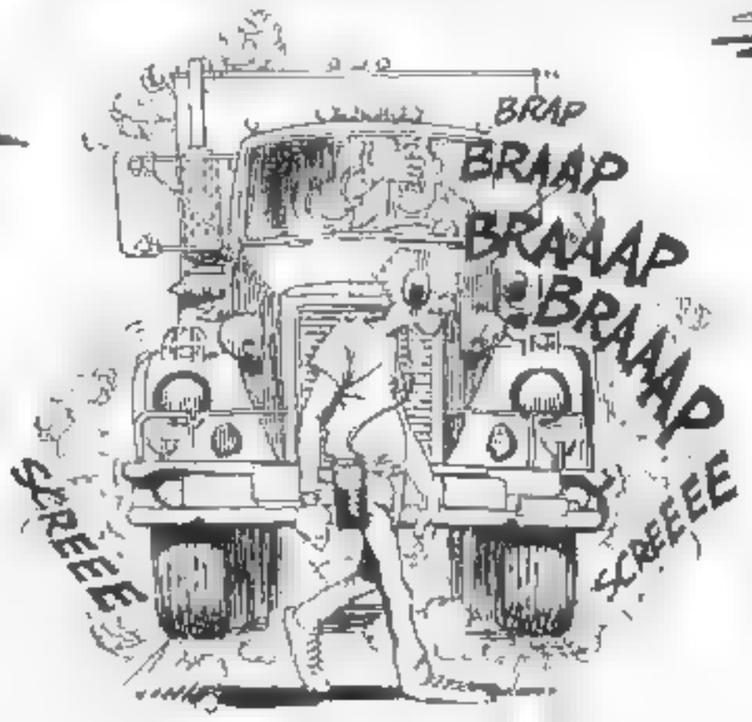
"State Of The Art" is one of those phrases advertisers like to label any new product. It sounds impressive, but what does it *really* mean? Not much! See what *we* mean as we examine just what...

STATE OF

ARTIST: GEORGE WOODBRIDGE

...a computerized auto ignition system that can only be repaired by a mechanic with a Ph.D from a Japanese University.

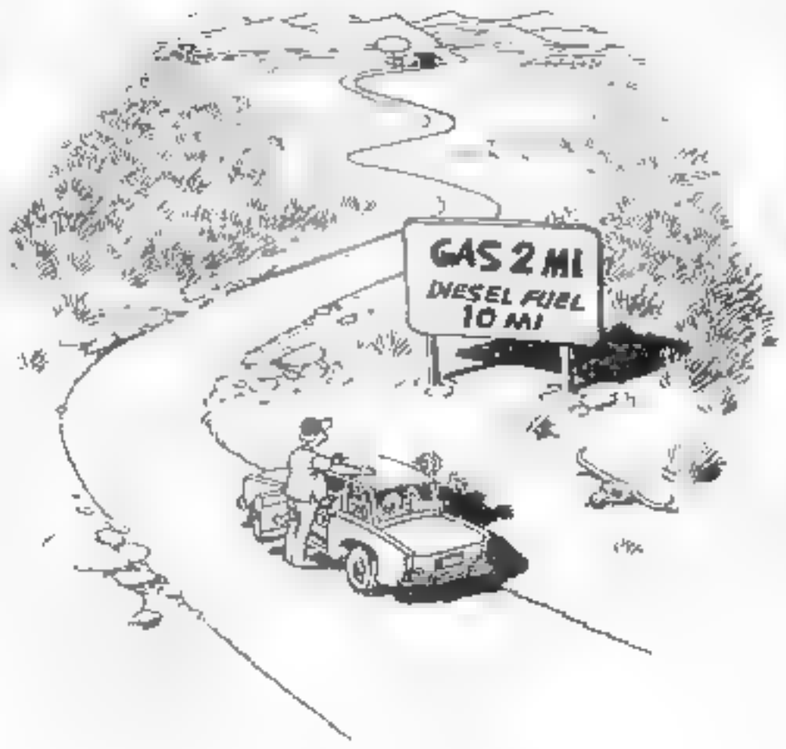
...a portable cassette player with earphones designed so expertly that all other sounds are blocked out.



...an emergency spare tire that takes up 20% less space in the trunk, and takes you 99% fewer miles on the road.

...a lawn sprinkler system that turns on automatically at the same time each day—and soaks any poor wretch who is unlucky enough to be passing your yard.

...a diesel car that can travel 550 miles on a single tank—which is almost far enough to get you to the next station that sells diesel fuel.



...an amazing liquid vitamin that enables you to grow tomatoes twelve inches in diameter—and creates mutant worms twelve feet long to eat them.

E THE ART IS...

WRITER: TOM KOCH

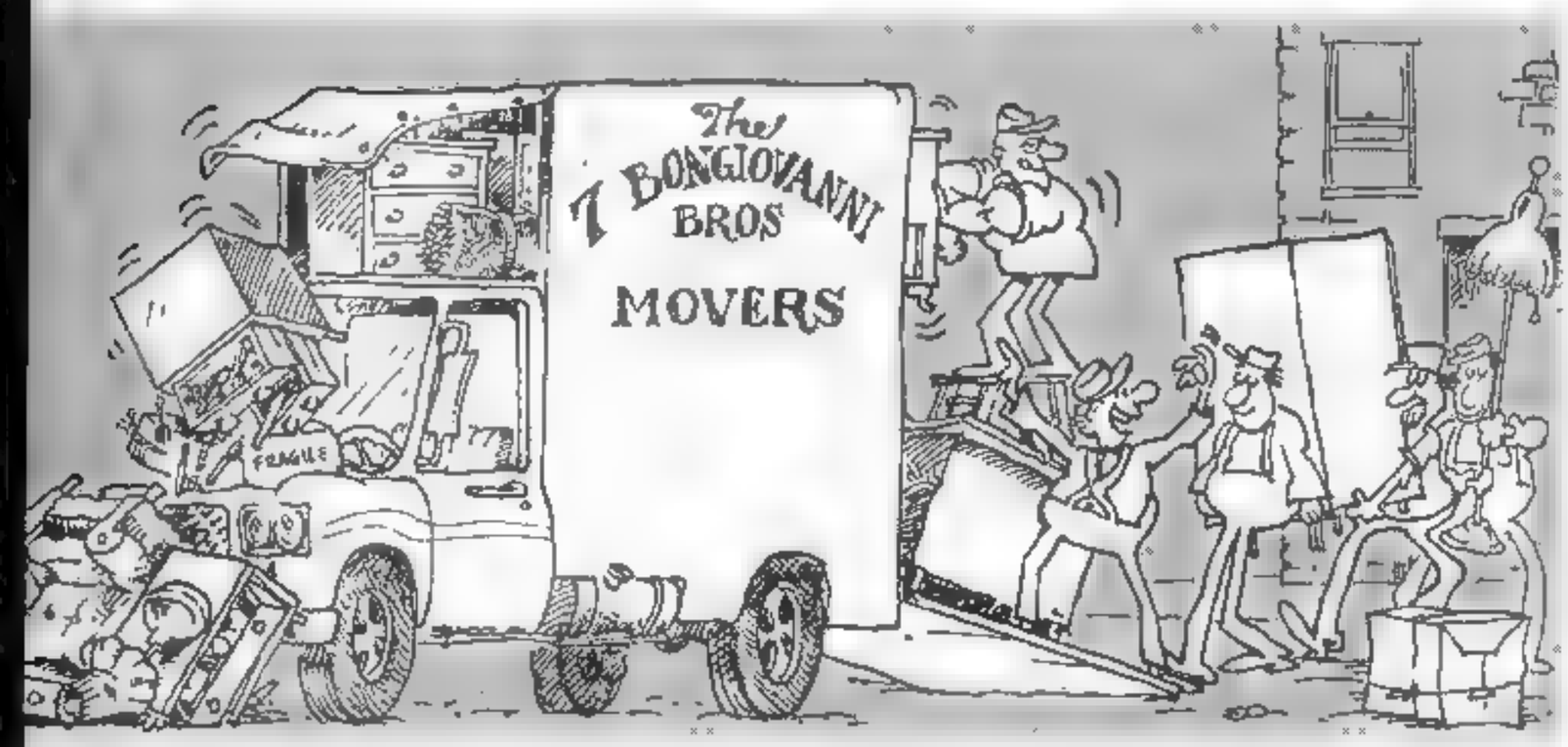
...a smog control device that reduces air pollution by fouling up car engines so much they won't run at all.

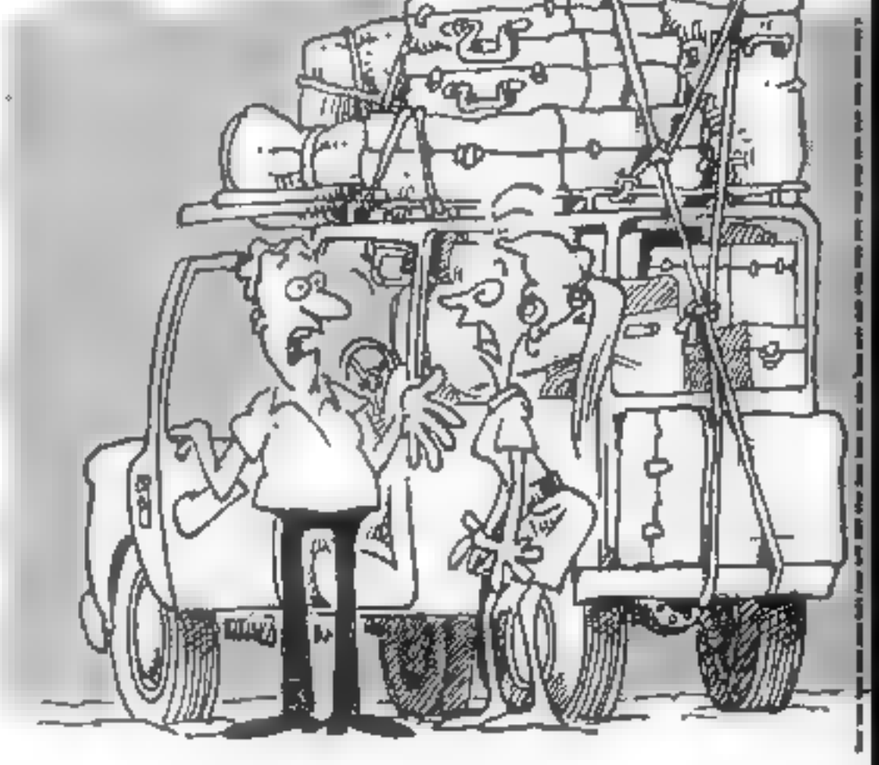
...a word processor that allows you to fix mistakes without retyping the whole page—assuming you can read and understand the whole instruction manual that tells you how to do it.

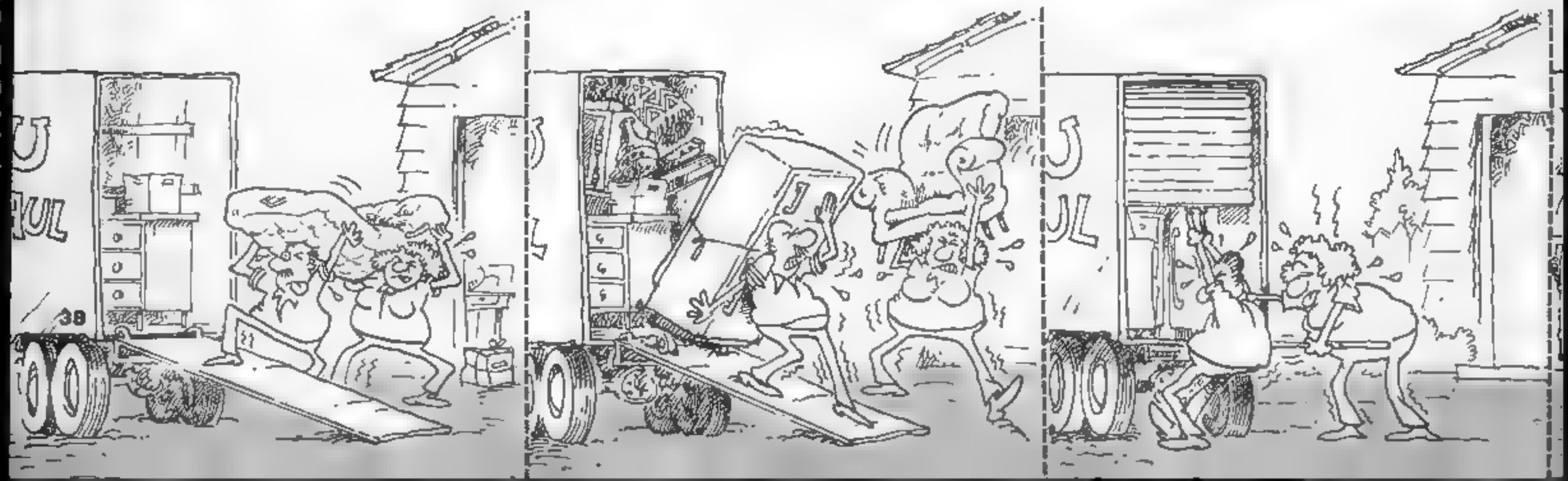
...a garage door that can be opened with a remote control device—except when you leave it inside the glove compartment, which is inside the car, which is inside the locked garage.

SERGIO ARAGONES DEPT.

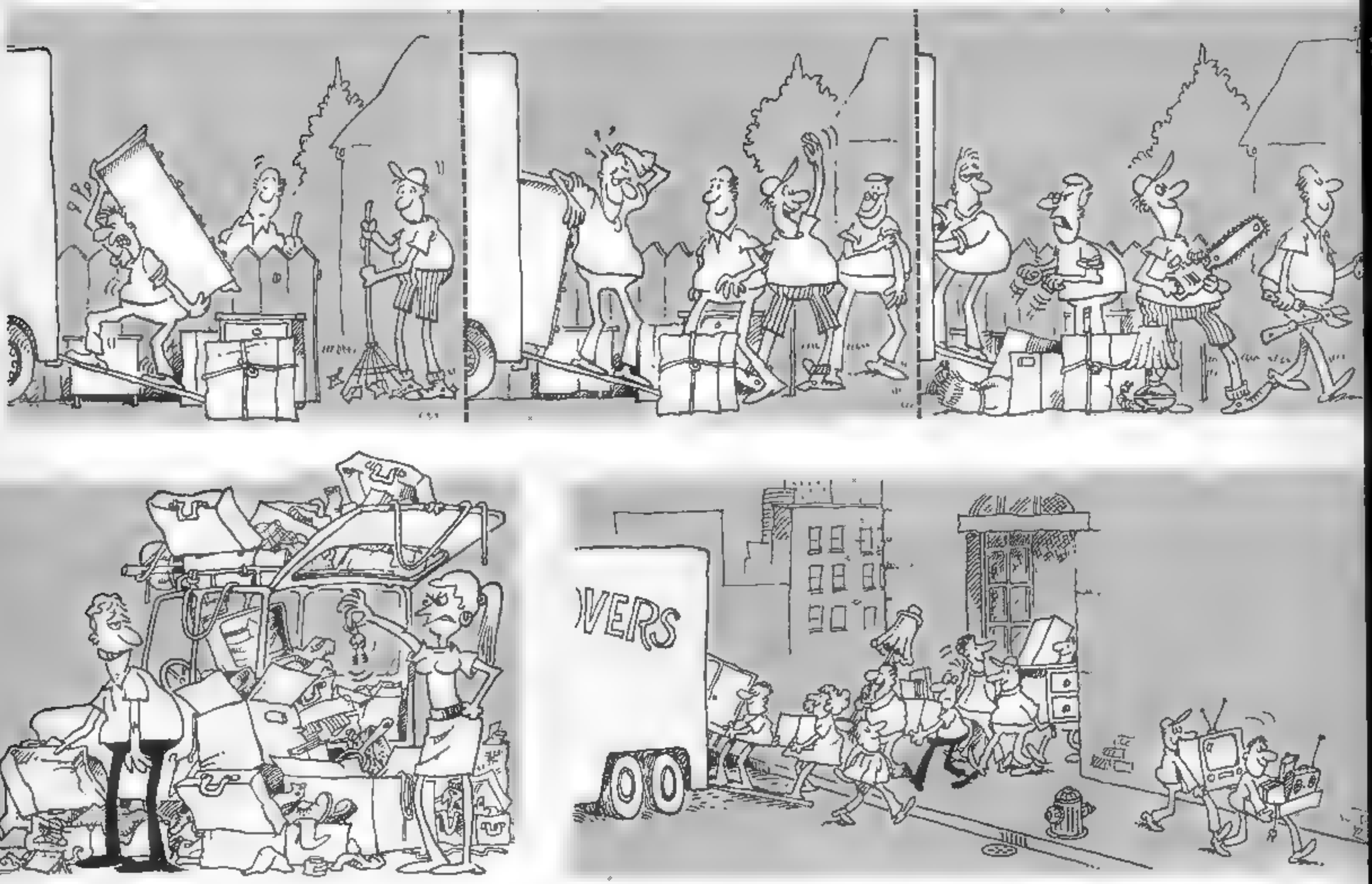
A MAD LOOK AT







MOVIN G



ARTIST AND WRITER: SERGIO ARAGONES

IMMIGRATING ON OUR NERVES DEPT.

A recent study has indicated that only one in twenty-three people actually read a Mad article's introduction. So, if you are reading this introduction right now, you're only one in twenty-three! But don't feel bad—the same study determined that two out of three Mad readers have watched the TV show the following satire is based on more than once! We find that news...

PERFECTLY

I'm **Bullki Barfonomus!** I really love Amerika, the land of opportunity! Only in Amerika can someone do what I did—take a **two-minute bit part** in a movie like **"Beverly Hills Cop"** and parlay it into **my own TV show** on the strength of my **"acting skills"!**

And I'm **Leery, Bullki's distant cousin!** Unfortunately I wasn't **distant enough—** Bullki **found me!**

I'm **Mr. Twinkiesetter!** I own this **second-hand store** in this **second-hand building!** The only thing I don't own is this **character** I play! That's **second-hand**, too, **stolen** from the role of the mean, rotten boss Louie on **"Taxi,"** remember?

Bullki certainly **didn't forget—** he **stole** the **Latki character's "foreign act"** from the **same show!**

Not to mention the **"alien in a strange land" bit** from **"Mork and Mindy"...**

Strange

ARTIST: ANGELO TORRES WRITER- DICK DEBARTOLO

and the "two **incompatible guys living together"** routine from the **"Odd Couple"!**

Oh yeah? Well if **either one** of those **creeps** becomes a **black pediatrician** I'll **haul 'em into court!**

Cousin Leery, I am **puzzled** by something! Why is every time I say something I always **hear laughter** in **background?**

Because we also have **second-hand canned laughter!**

So we really don't have to be **funny** to get **laughs!**

And since we really **aren't funny,** it all **works out great!**

72

IMPORTED HAM

MING VASE

What're you **two pea brains** talking about?

I don't have got **no pea brain!**

You're **right!** I'm giving you too much **credit!** What are you **two split pea brains** talking about?

That's more like it!

BRIC A BRAC

DIS N DAT WHAT HAVE YOU KNICK KNACKS

BOOKS

That's **other thing** I like about this country, Cousin Leery—you can **speak up** to the man who is **boss** and get him to **treat you better!**

When someone says "You have a **split pea brain,**" it's not **better** than saying "You have a **pea brain!**"

Of course is **better!** Since the American people are told **when** to **laugh** by **canned laugh track,** we get **two laughs** for **same unfunny line!**

Hey! That's **right!** Bullk, you sure **learn fast!**

Now all we need to **complete** the **formula** is a **"topper"!**

Here is **topper**—"Wow, I didn t **know that,** cousin Leery!"

That's the **topper?**

Yes! It's my **adorable accent** that makes it **work!**

It's **quitting time!** You two can go home now!

Is only **ten** after **nine!** We have just **open store,** Mr Twinkiesetter!

Ten minutes of that **adorable accent** is **enough** for me! Take the rest of the day off!

This is **great!** Now we've got time to go to the **supermarket!**

Oh boy! This **first time** I shop in big city supermarket! Which one we go to, Cous n Leery?

For **you two?** Where else but the **A & Pea-brain!**

Hey! Mr Twinkiesetter come up with **"topper" topper!**

Isn t that **precious**—the two of your are **going shopping!** I can just imag ne what else you **"boys"** do together in the privacy of your own home!

Hold it! We're just **roommates!** Believe me, there's **no funny business** going on **there!**

Oh, I believe you! After hearing these **"witty exchanges,"** there's **no funny business** going on **here,** either!

Wow! Behold such a **super** supermarket! They even have place for husband and wife to have their **baby!**

What? Where do you see **that?**

Over there! See **sign?** Clearly says **"Produce Section"!**

PLEASE DON'T SQUEEZE THE CASHIER!

Produce Section?! Bullki, even for **you** that's a **stretch!**

Even for a **stranger** from a **foreign place?**

That's a **stretch** even for an **alien** from the **moon!** Even for a **comic** from **Atlantis!** Even for a...

I get the **point,** Cousin Leery, I get the **point!**

This is most **incredible place** I have ever seen! Look, rows and rows of **canned food!**

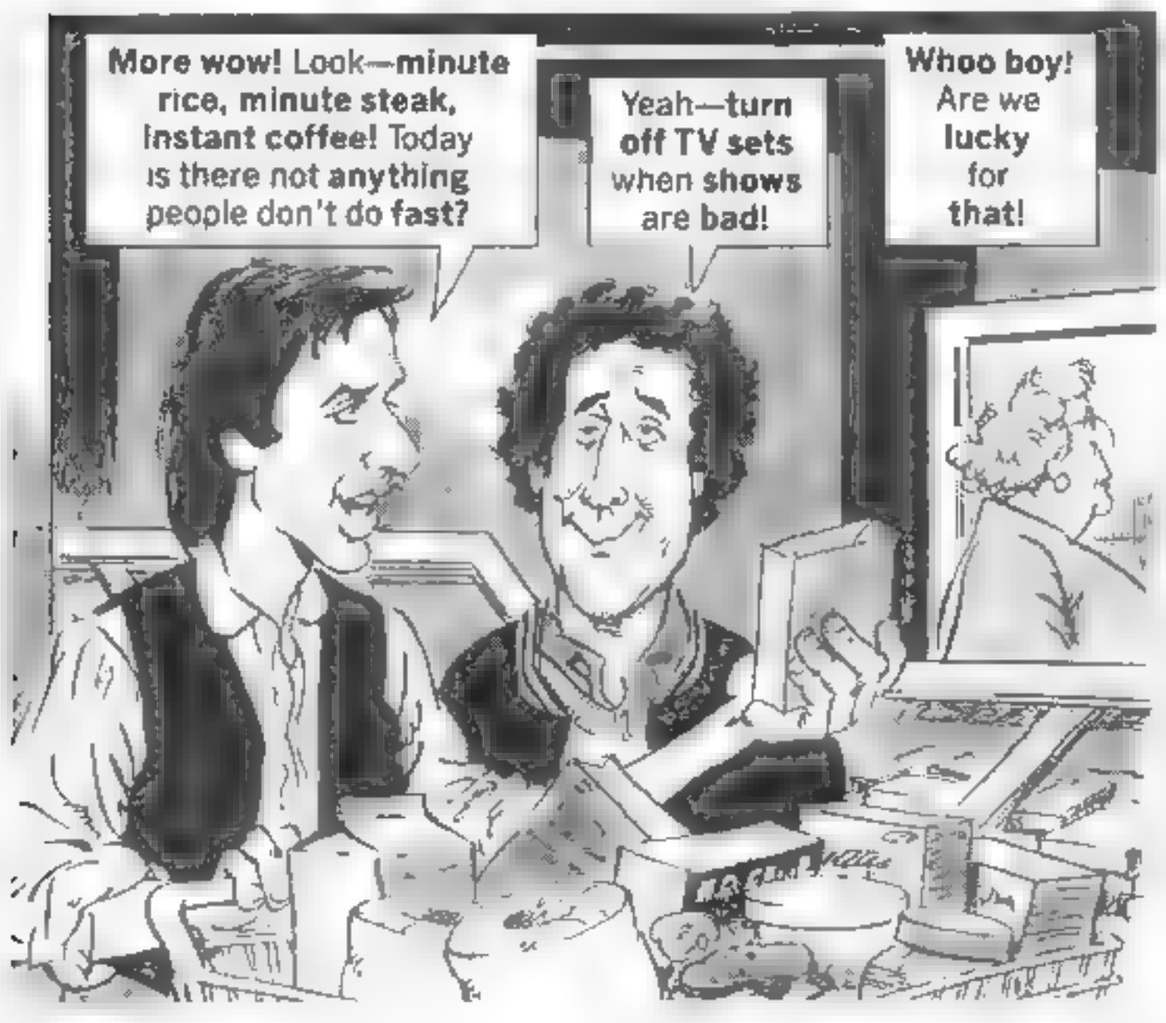
Didn't they have **canned food** where you come from?

Unfortunately, no! There everything is **tree-** and **vine-ripened!** Then they pick and ship to market **fresh!** But **canned food**—this is **progress!**

More wow! Look—**minute rice, minute steak, instant coffee!** Today is there not **anything** people don't do **fast?**

Yeah—**turn off TV sets** when **shows** are **bad!**

Whoo boy! Are we **lucky** for **that!**



Even more wow! Such **bargains!** Look! On TV commercial I see **"Joy"** for **$100** an **ounce!** Here is for **$1.29 a quart!**

No, Bullki, the **"Joy"** you saw was **perfume!** This is **liquid detergent!**

In my land, women and sheep smell the **same!** Even this **detergent** is **step** in **right direction!**

Fresh bagels! I can't believe it! Fresh bagels! Two questions, Cousin Leery—why are **bagels** not **canned** like everything else? Second question—what are **bagels?**

C'mon, Bullki, you **know** what **bagels** are! We eat them **every morning** for **breakfast!**

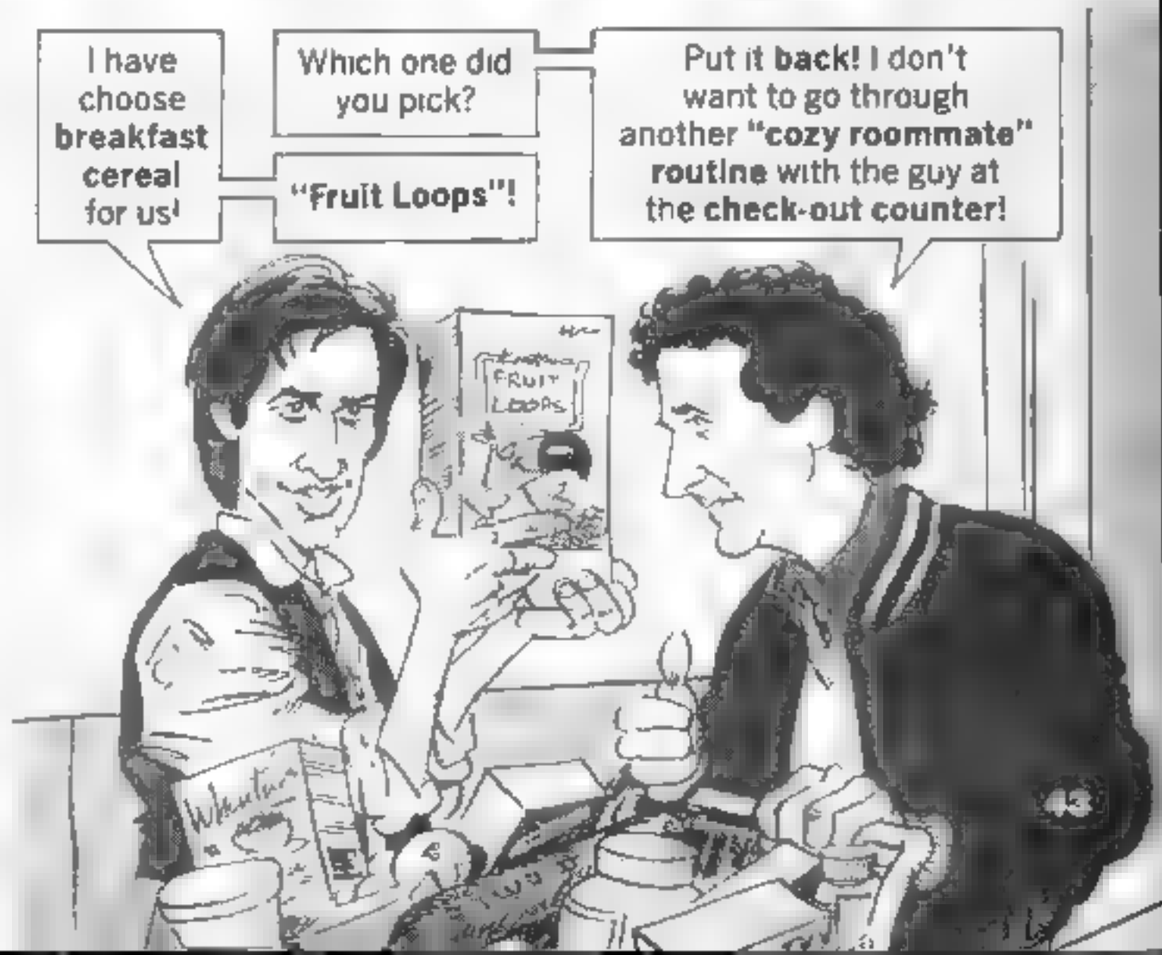
Of course I know what bagels are, but now is good time to do my **"get crazy excited and then pretend I don't know what I'm talking about" bit!** Is all part of our **success formula!**

I have choose **breakfast cereal** for us!

Which one did you pick?

"Fruit Loops"!

Put it **back!** I don't want to go through another **"cozy roommate" routine** with the guy at the **check-out counter!**



But Cousin Leery, you said when we get **strange looks,** just say we're **"kissing cousins"!**

I said, **"distant cousins,"** Bullki, not **"kissing cousins"!**

What's **difference?**

"Distant cousins" can stay on the **network, "kissing cousins"** have to move to **cable TV!** This country isn't ready for a **real prime time "odd couple"!**

Bullki, do I see **birdseed** and **dog food** in this bag?

Most definitely and yes! Did you not say we're going to invite some **"chicks"** over for **dinner** and you were so **desperate** you wouldn't even care if **"dogs"** showed up?

Do you want to look in the **other bag** and do some **more jokes?**

No, I caught a glimpse of **toilet tissue** and a tube of **Preparation "H"** in there, so let's just **go home!**

Okay, Bullki, you clean the living room while I make us **dinner!**

Please let **me cook dinner** all by my own self! Is been a **lifelong dream!**

Your **lifelong dream** has been to **cook dinner?**

What can I say? On other episodes, my lifelong dream has been to **drive,** to **play baseball,** to have **date with a girl—good stuff!** Now we're getting down to the **dregs!**

Yeah, I guess we are running out of the **deep, powerful plots!** We should have **quit** when we were **ahead**—with the **pilot episode!**

I hear that **next week** my **lifelong desire** is going to be to **wear sneakers!**

Oh, God! Your **accent** is going to have to get even more **sickeningly adorable** to get us through **that one!**

I give up, Bullki—what is **this stuff?**

Corn-stuffed pork, corn fritters, corn pot pie, and **corn pudding!**

I thought you were making a **"traditional dinner from your homeland"!**

This is it, Cousin Leery! My **"homeland"** is **Kansas!**

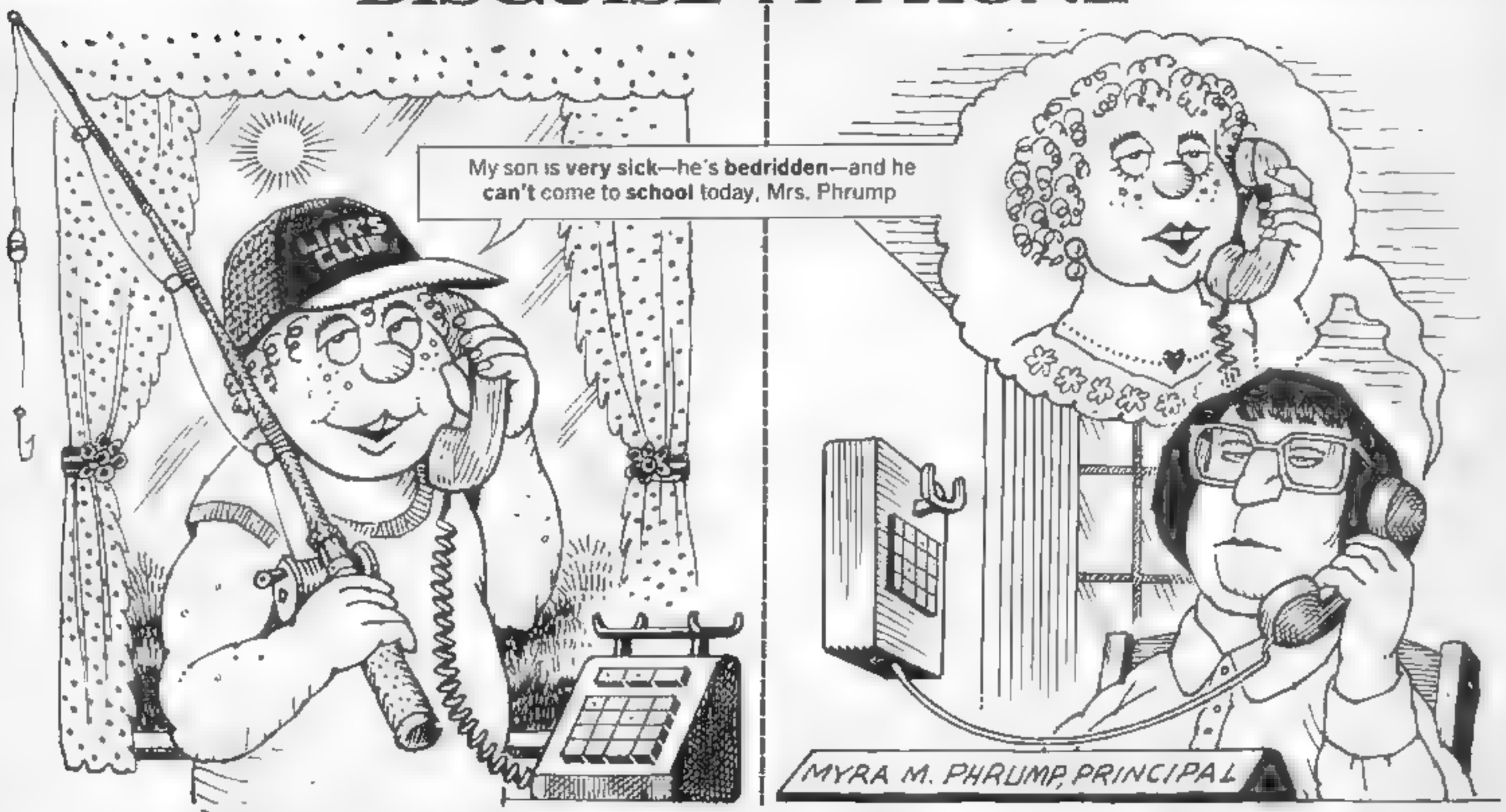
THE SHAPE OF RINGS TO COME DEPT.

Used to be, only the phone company was in the phone business. But that made too much sense! So the government opened the field to anyone who could make the sound of a dial tone! The hot competition led to new services, like "memory dialing" and "call forwarding." We at MAD bet things will get even more advanced—or, as we like to say, "They have the technology; they can make it better!" Or can they?? Judge for yourself as you take a look at some of the

FUTURE PHONE GIMMICKS WE EXPECT TO SEE

ARTIST: AL JAFFEE WRITERS: DICK DEBARTOLO AND AL JAFFEE

DISGUISE-A-PHONE

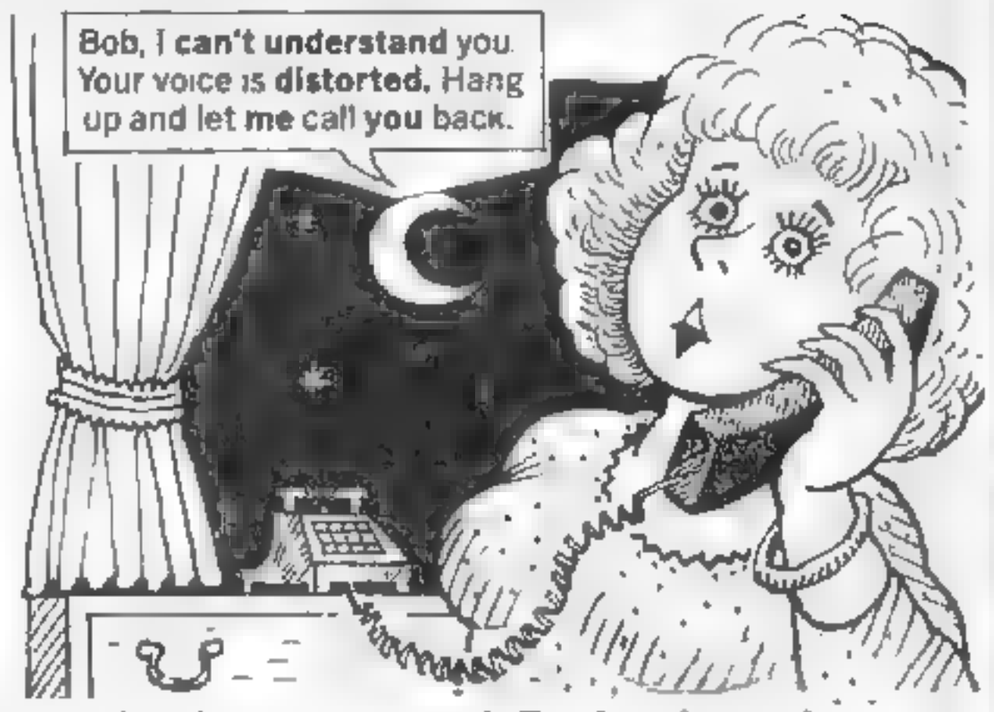


One press of a button instantly changes your voice into someone else's. Special fine tuning lets you re-create any voice perfectly. This device is invaluable for making authentic-sounding excuses in business, school and personal relationships

DISTORTION–PHONE

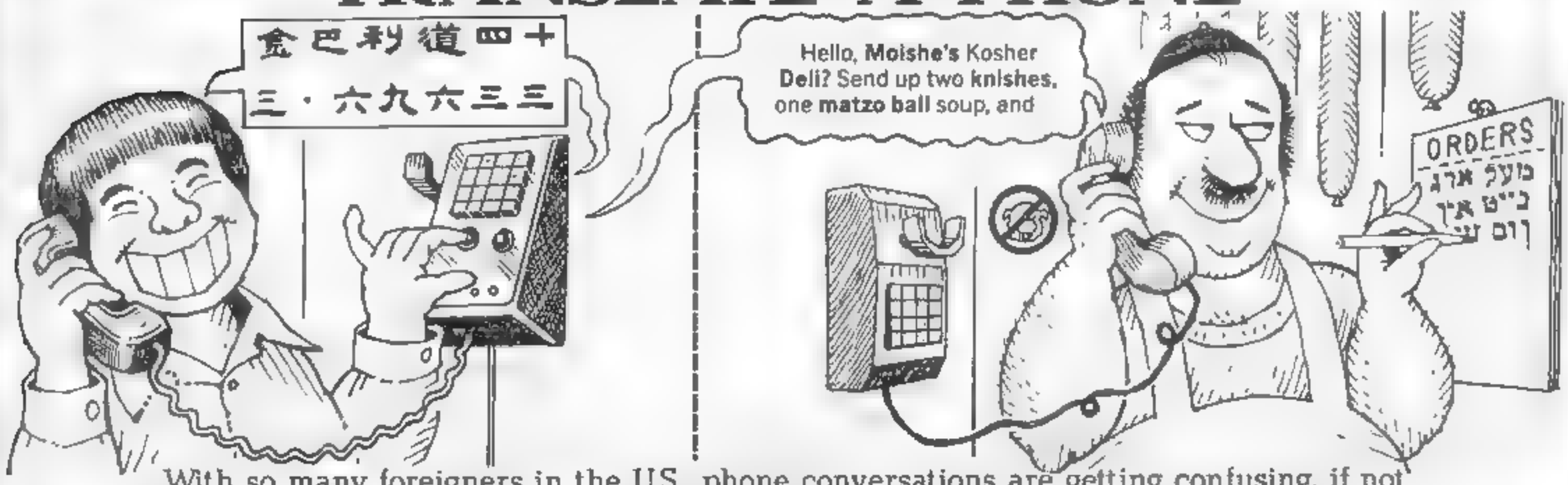
If all your old friends live out of town, you probably spend hours and hours on the telephone. But you probably **hate** outrageous phone bills! Get Distortion–Phone!

Call your friend long distance and switch on Distortion–Phone. Speak normally. Its special circuits make your voice almost unintelligible.



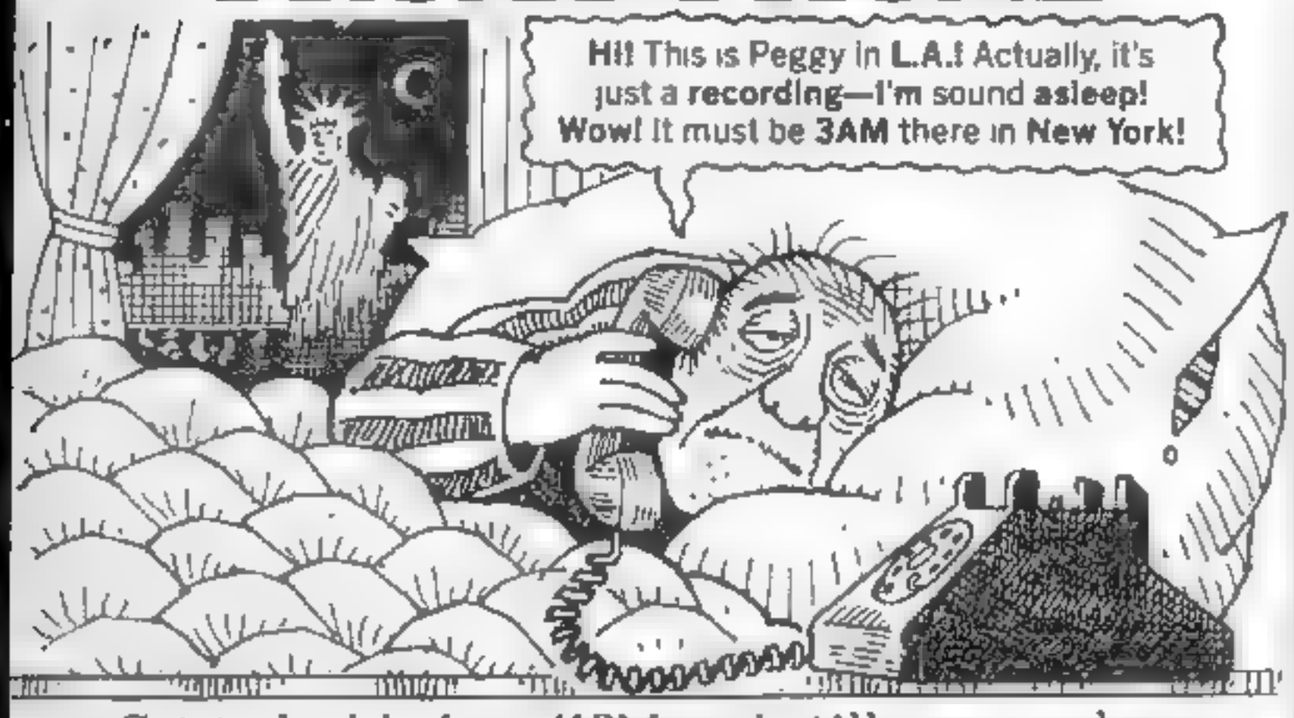
That's all there is to it! Sit back and relax. Your friend calls you back, and you only pay for the 20–second initial call!

TRANSLATE–A–PHONE



With so many foreigners in the U.S., phone conversations are getting confusing, if not impossible! This little invention makes crazy vowels fun. It translates any language from speaker to receiver, and vice versa, faster than you can say, *"Tomber* my *pantaloni!"*

PROXY–PHONE

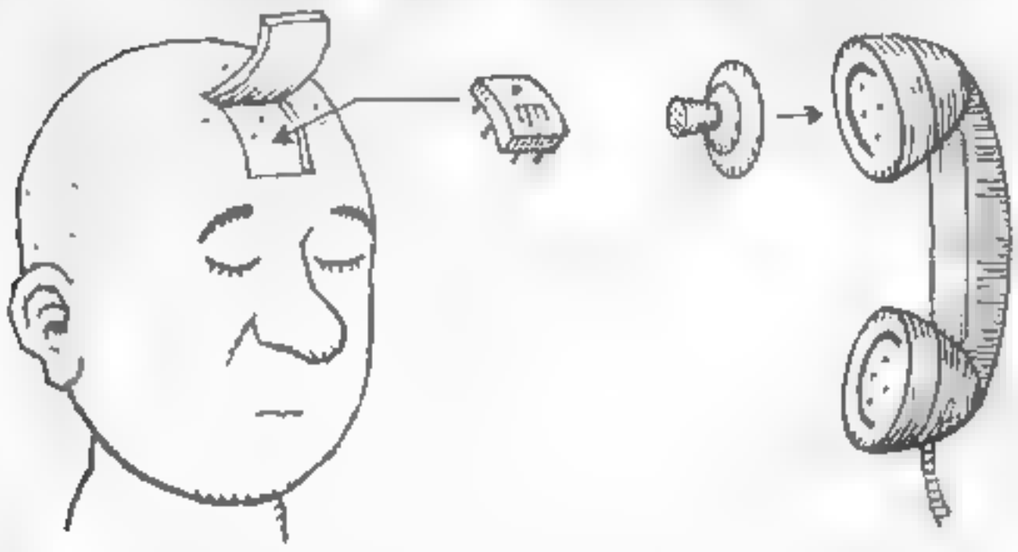


Get to bed before 11PM and still save on long distance. Proxy Phone will place the call for you after rates go down. Just pre-record your message and program the number you want called. Great for beating the difference in time zones!

METER–PHONE

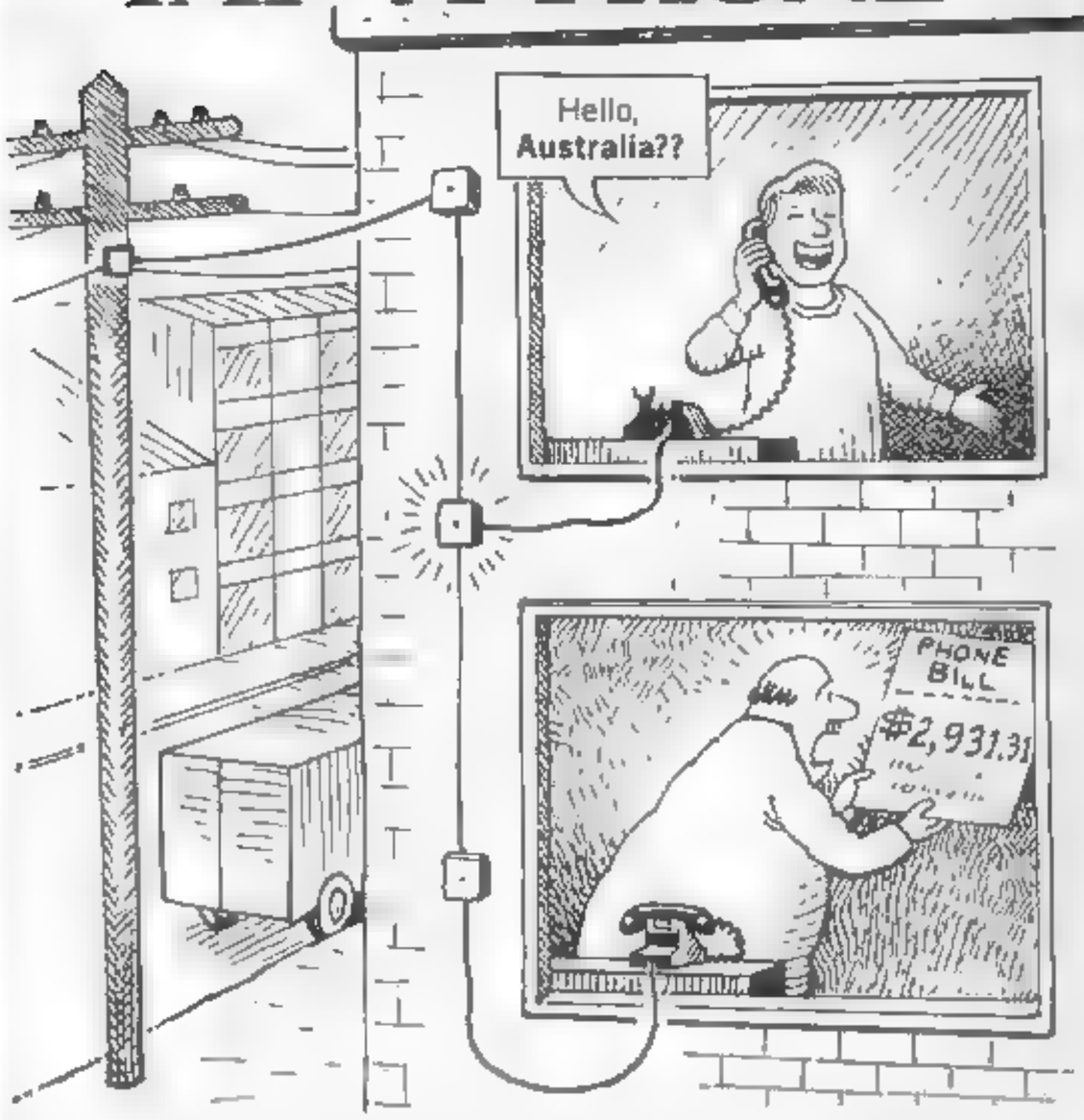
Time is money! Keep track of every last penny with Meter–Phone. It tells you second by second how much you're spending. End mindless chatter. Set the alarm at a certain amount, for example, and cut your sister off at $2.00!

THINK–PHONE



Enjoy total privacy during calls. A surgical technique, similar to the one used for pacemakers, implants a tiny Think–Phone receiver/transmitter in the skull. Calls are made over thought waves. A must for spies, obscene phone callers and slobs who talk with their mouths full!

TAP–A–PHONE



This money-saving device looks exactly like a piece of phone company equipment—but it's really a remote receiver. When it's clamped on someone else's line, you can make as many calls as you like, and the charges go to the tapped party!!

DESTRUCT–A–PHONE

This handy attachment should cure certain phone abuses that have become all too common. Its special circuitry activates the moment a caller is put on "hold." If five minutes pass and the caller is still waiting, a severe electrical charge surges through the phone lines, shattering the telephone of the schmuck who put you on "hold." (The Deluxe model can be set to explode at the first sound of Muzak.)

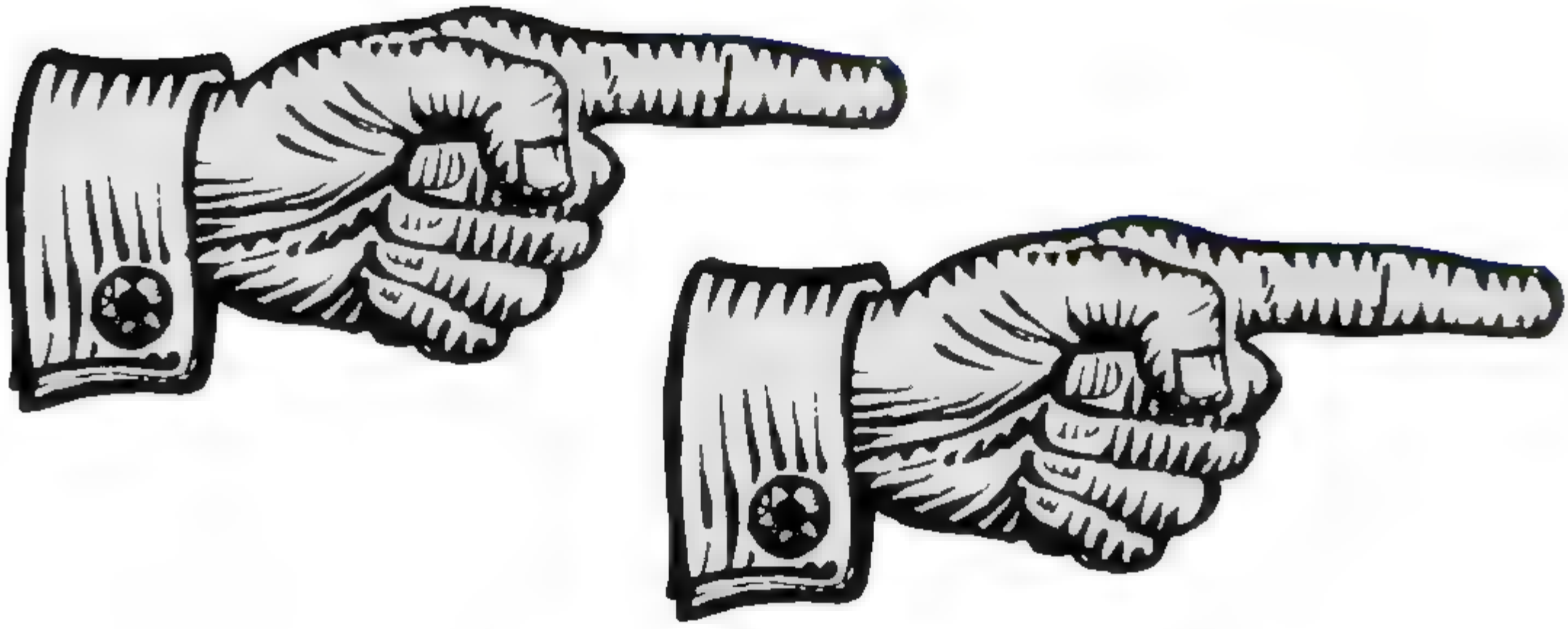
UP, UP AND OY VEY DEPT.

LIVING ON THE EDGE

ARTISTS: DON EDWING AND HARRY NORTH WRITER: DON EDWING

Nothing to see here!

Please skip ahead.



Mad's Realistic State Lottery

SCRATCH-OFF GAMES

New York Lottery

Sidewalks of New York

3 CLEAN SHOES WINS $10,000!

IOWA

STATE LOTTERY

SAVE the FARM!

Rub Off Any Two Bankers Without Foreclosure Papers and Win $10,000,000!!

WASHINGTON D.C.'s

BUST THE BUDGET

LOTTERY

Spend Less Than $1,000,000 and Win That Amount!

California LOTTERY

MUDSLIDES, EARTHQUAKES, BRUSHFIRES 'N FLOODS

Save Three Homes and Win $50,000!

TEXAS

College Football Bowl Bid Game

Scratch Off Two Student-Athletes Who Remain Eligible to Play After Mid-Term Results and Win $50,000!

FLORIDA STATE LOTTERY

"OPEN COASTLINE" GAME

One Legal Vessel Wins $10,000!

One Coast Guard Cutter Wins $1,000,000!

ARTIST: BOB CLARKE WRITER: MIKE SNIDER

Mad's Realistic State Lottery

SCRATCH-OFF GAMES

TEXAS
College Football Bowl Bid Game
Scratch Off Two Student-Athletes Who Remain Eligible to Play After Mid-Term Results and Win $50,000!

ARTIST: BOB CLARKE WRITER: MIKE SNIDER

WHAT'S THE HOTTEST NUMBER IN MERCHANDISING TODAY?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

Selling is the name of the game today. To find out what the Hottest Number in this area is, fold in page as shown.

FOLD PAGE OVER LINE THIS!

A► FOLD THIS SECTION OVER ◄B FOLD BACK SO "A" MEETS "B"

DISPLAYING EVERY CONSUMER ITEM IS IMPRACTICAL —AS SEEN HERE IN THIS PACKED STORE. IT IS IM— PORTANT FOR BUYERS TO SHOP WITH CARE IF THEY CAN!

A► ◄B

WHAT'S THE HOTTEST NUMBER IN MERCHANDISING TODAY?

FOLD PAGE OVER LIKE THIS!

A►◄B FOLD BACK SO "A" MEETS "B"

DIAL
—A—
PORN!

A►◄B